

INSIDE DOPE

by GEORGE F. TAUBENECK

Story of the Week
Gags of the Week
Verse of the Week
Quotes of the Week
Red Faces
Some Old, Some New
Washington Notes
Letter of the Week

Story of the Week

A big ocean liner sailed into heavy storms.

Twelve privileged passengers who dined at the captain's table seemed uncomfortable as they gathered for their first meal. Nevertheless the skipper decided to proceed with his accustomed speech of welcome.

"I hope," he began, "that the dozen of you will have a good crossing . . . It's a real pleasure to see on your 11 bright faces the cordiality you 10 feel . . . Nine strangers are joining me for eight dinners . . . If you four care for a game of bridge, I shall be happy to see both of you in my cabin . . . Waiter, clear the table. I don't intend to dine alone."

Gags of the Week

A fine distributor writes "Dope" that he has a "virgin territory" for air conditioning which is "pregnant with possibilities."

If you drive carefully, all you need is an extra-heavy rear bumper.

Verse of the Week

Before I was married,
My thoughts never tarried
A second on worthy ambition.
I lived for enjoyment—
My major employment
Was hunting the best holes to
fish in.
Alas, since my wedding,
I find myself treading,
The road to attainment, and life has
Grown somewhat confusing—
I seem to be using
The burning ambition my wife has!
—Richard Wheeler

Quotes of the Week

Thomas Jefferson was elected president by just one vote in the Electoral College. So was John Quincy Adams. Rutherford B. Hayes was elected president by just one vote. His election was contested and referred to an electoral commission. Again he won by a single vote. The man who cast that deciding vote for Hayes was a lawyer from Indiana who was elected to Congress by the margin of one vote. That one vote was cast by a client of his who, though desperately ill, insisted on being taken to the polls to cast that one vote.—*Americans Will Vote, Inc.*

"Paying for things by way of Washington is not the way to save money. Experience has taught us that a dollar seldom travels to Washington and comes back whole."—ALLAN B. KLINE, President American Farm Bureau.

"From a Christian view, the only ground for believing in the value of the individual is the prior belief in God, and therefore in man as God's creature. This needs very much to be said in our present-day democracy, because we tend to overlook or deny this religious basis. We are betrayed by the practical materialism of our everyday life, and by the academic materialism which flourishes so widely on our campuses. And so it should be said very plainly that materialism, whether Marxian or any other variety, offers no solid basis for the democratic belief in the value of the individual."—Rev. C. A. PENNINGTON.

"I do not choose to be a common man. It is my right to be uncommon—if I can. I seek opportunity—not security. I do not wish to be a kept citizen, humbled and dulled by having the state look after me. I want to take the calculated risk; to dream and to build, to fail and to succeed, I refuse to barter incentive for a dole. I prefer the challenges of life to the guaranteed existence; the thrill of fulfillment to the stale calm of utopia. I will not trade freedom for beneficence nor my dignity for a
(Concluded on Page 10, Column 4)

ISSUED EVERY MONDAY AT 430 W. FORT ST., DETROIT 26, MICHIGAN. ESTABLISHED 1926.

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'Pocket Veto' Seen Likely for Fair Trade Bill

WASHINGTON, D. C.—Proponents and opponents of the McGuire fair trade bill last week waited to see if President Truman would, as observers expected, "pocket veto" the measure despite the fact that it was passed by a big majority in both houses of Congress.

The bill would legalize retail price fixing by manufacturers on brand-name merchandise in the 45 states which permit such action. The House approved the legislation by a vote of 196 to 10 and the Senate by a vote of 64 to 16.

Up to press time last week, President Truman had not indicated what
(Concluded on Page 25, Column 4)

Distributor's Ad Hails Law Against Defacing Serial Nos.

NEWARK, N. J.—Krich-New Jersey, Inc., appliance distributor, recently took space in 17 key northern New Jersey newspapers to alert the public to a new state law.

This law, as previously reported in the News, makes it illegal for anyone to remove, alter or conceal serial numbers or trade-marks of appliances, radios, and television sets and then sell the merchandise with intent to deceive.

The legislation was initiated by the distributor and sponsored by Assemblyman William O. Barnes, Jr. Its avowed purpose is to prevent transshipping of merchandise into the state.

The ad was headed: "An important
(Concluded on Back Page, Column 1)

Iwashita Gets New G-E Air Conditioning Post

BLOOMFIELD, N. J.—George K. Iwashita has been appointed general manager of the newly-established commercial products department of the General Electric Co.'s Air Conditioning Div., according to F. J. Van Poppelen, division general manager.

The new department will be responsible for air conditioning and refrigeration equipment used primarily in commercial and industrial
(Concluded on Page 25, Column 3)

NEMA April Freezer Sales Top March for First Time

(See Table on Page 25)

NEW YORK CITY—For the first time in five years, April sales of home freezers have exceeded those in March, figures issued by the National Electrical Manufacturers Association revealed recently.

Last April the 24 manufacturers reporting to the association sold 53,840 units as compared with 52,344 in March. In every year since 1948, when NEMA first started issuing monthly reports on freezers, April sales have dropped off rather sharply from March. But this year—due no doubt to the sudden blossoming of
(Concluded on Page 25, Column 3)

Records Set In June by Makers Of Air Coolers

DETROIT—With Carrier Corp. reporting shipments setting an all-time record in June, York Corp. stating its dealers sold out on some lines, and Mitchell Mfg. Co. and RCA Victor reporting a "sell-out" of existing supplies of room air conditioners, evidence continues to mount that the hot spell that started early in June and continued into July touched off the air conditioning industry's biggest boom.

Carrier and Mitchell reported that they were stepping up production schedules to take care of the back orders. RCA said it was making plans to double this year's output in 1953.

Carrier shipped in June more than 11,300,000 pounds of products, comprising some 470 carloads, topping by far the previous record month of last year.

A substantial part of this record tonnage was self-contained air conditioning equipment, including room air conditioners and "Weathermakers," both commercial and residential.

Room air conditioner shipments increased sharply each week during June, culminating with a 200% increase in the last week of the month over the best previous week ever recorded.

Production is being extended at a high rate through July to help meet the overwhelming demand, Carrier officials declared.

John R. Hertzler, York Corp. vice president and general manager, summed up the effect of the extended heat wave in the following manner:

"In addition to the buying impetus stimulated by the heat wave, public acceptance created through cumulative advertising and sales promotion is a basic reason why more distributors and dealers are sold out of commercial size air conditioning equipment so early in the summer.

"This 'sell-out' proves that the public is becoming sold on air conditioning—especially room air conditioners. It should also have the effect of causing the public to buy in advance of the cooling season in the future.

"Having learned, by experience, that it doesn't pay to wait, if they are to get their choice, they are not so likely to delay until the next season before they place orders."

"Dealers cleaned us out despite the highest production rate in Mitchell's history," declared Bernard A. Mitchell, head of the firm of that
(Concluded on Back Page, Column 3)

Amana Sponsors West Coast Trip To See Freezer-Food Plans

CHICAGO—Because "you can learn more about the home freezer business and 'freezer-food' plans by spending a week on the West Coast than you can in months any other way," Amana Refrigeration, Inc. has invited some 60 eastern and southwestern dealers and distributors to fly to the coast the week of July 14 as Amana's guests.

One group will fly from Chicago and another from Dallas. Conceived by George C. Foerster, Amana vice president and general manager, the trip will be for the purpose of showing the east-of-the-Rockies distributors and dealers all phases of home freezer merchandising, as it has been so successfully carried out on the coast.

As planned by Foerster, the visit
(Concluded on Page 25, Column 3)

Convention Cooling System Gets Good Report from Users

CHICAGO—One thing that all the delegates to the recent Republican convention here could agree on was that the air conditioning worked fine. Even when the temperatures outside soared into the high 90's, it was comfortably cool in the International Amphitheatre, sometimes even a little too cool for the bare-shouldered lady delegates.

The Carrier air conditioning system set William Wood Prince, president of the Union Stock Yard and Transit

No Smoke Filled Rooms Here

CHICAGO—For once in the long history of political conventions there were no smoke filled rooms in the Conrad Hilton hotel, political headquarters during the recent Republican convention.

Though cigar sales soared, air conditioners in the hotel rooms kept the air clear, if not the heads of the delegates.

It was reported that some of the delegates, knowing what July in Chicago can be like, even brought along their own air conditioners!

Co., owner of the 2.5 million-cu. ft. amphitheatre, back \$350,000, but he is firmly convinced that it is money well spent. Not only did the air conditioning draw both national political conventions to his emporium, but TV and radio are giving the place nationwide publicity that is expected to draw future convention and exposition trade.

The system consists of two Carrier centrifugal refrigeration machines totalling 1,000 hp. capacity and pumping 1,065 gals. of chilled water per minute to eight complete central station systems, two at each corner
(Concluded on Back Page, Column 4)

Judd Succeeds Bonneville As Remington Sales Mgr.

AUBURN, N. Y.—M. L. Judd has been appointed general sales manager of Remington Air Conditioning

Div., Remington Corp., it was announced by Herbert L. Laube, president. He will succeed E. A. Bonneville, who recently resigned.

Judd has had a broad experience in residential heating and air conditioning, a field in which he was first active some 15
(Concluded on Back Page, Column 2)

Frigidaire Given Higher Ceiling Prices on Parts

WASHINGTON, D. C.—Frigidaire Div. of General Motors Corp. has received higher OPS ceiling prices, under a Capehart amendment adjustment, for its replacement parts for product lines of refrigerators, electric ranges, water heaters, laundry equipment, home freezers, compressors, coils, water coolers, ice cream cabinets, case fixtures, and air conditioning.

The action was taken in Letter Order L-26, under GOR 21. The exact Capehart ceilings for the various replacement parts was not revealed.

Steel Strike Stage May Add to Controls

Might Take Months To Get Some Closed Plants Back Into Operation

DETROIT—The steel strike, going into its sixth week, began to assume disastrous proportions, not only in daily announcements of the closing of plants making steel-using products, but because of the fact that it may take weeks, maybe even months, to put closed-down manufacturers back into operation.

With no settlement in sight, parts pipelines from suppliers are running dry, steel inventories are badly out of balance, and some manufacturers believe that it might take them a month to get back to normal production schedules after the strike is ended.

Further complicating the situation is the confusion that exists in the National Production Authority as to what it will do to portion out available steel supplies when steel is produced again. If the Washington planners have their way, it may mean more extensive controls than ever on steel production and distribution.

NPA men figure that if the strike were to end today, 15 million to 17 million tons of steel products would be lost—roughly three fourths of an average quarter's steel production. This means that priority orders for that much steel won't be filled. Under CMP rules, orders unfilled in one quarter are carried over into the next quarter.

So, even if the strike were to end
(Concluded on Back Page, Column 2)

Detroit Delays Water Usage Ordinance

DETROIT—Passage of a proposed ordinance to regulate water usage in Detroit has been further delayed until agreement can be reached on the specific regulations requested by the city's Water Board.

Air conditioning and refrigeration contractors and users are to confer with L. G. Lenhardt, head of the water department, on a regulation he suggested. This would limit the air conditioning of most buildings, with some exceptions, to a temperature not more than 10° F. below the outside temperature during periods of emergency as determined by the Water Board.

The proposed ordinance would also forbid lawn sprinkling on weekdays between 10 a.m. and 9 p.m.; but on weekends those living in even-numbered houses could sprinkle their lawns any time on Saturday, the odd-numbered homes on Sunday.

Questioned by a member of the City Council, Lenhardt observed, "I think lawn sprinkling is the chief cause of the peak load."
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MORE INFORMATION?

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on "What's New" Page
of this issue.

new, exclusive **SHERER** developments

**MAKE SHERER CASES
A TRUE INVESTMENT**

that can pay your customers dividends from savings
of up to \$210.00 a year, per 10 ft. of display case

**ATOMIZED
AIR**

Saves by eliminating waste — provides gentle circulation of properly moisture-conditioned, refrigerated air around all merchandise in display well, without dehydrating blast. Guards the appearance and freshness that wins sales and creates fast turnover. Eliminates costly spoilage.

**DIRECTIONAL
FLOW**

Saves by eliminating "spillage" — controls and confines flow of atomized air to display well. There's no costly "spillage" to cause constant extra overtime work by the condensing unit.

**RE-CIRCULATED
AIR**

Saves by reducing running time 15% — after air moves across the display well, it is drawn down through the base of the well and back to the refrigerating coil, where only a slight lowering of the temperature is required so that it can be used over and over again. This saves as much as 15% running time and permits the greater economy of a smaller, less costly condensing unit.

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PLUS—Famous Sherer "Automatic Selling" features of design such as "wide-angle visibility" — giant "panoramic" display wells that will increase unplanned impulse sales.

WRITE FOR
FRANCHISE
INFORMATION



Model UL2710C — for continuous display — convertible —
3 canopy styles — 4 styles of storage base arrangements.

SHERER-GILLET CO., marshall, michigan

**Refrigeration, Humidity
Control Vital Factor
In Candy Storage**

NEW ORLEANS—Most important factor in warehouse storage of candy is humidity, according to A. G. Janney, it was brought out in a "science clinic" during the annual meeting of the National Association of Refrigerated Warehouses and the Refrigeration Research Foundation.

Some 800 million lbs. of candy are produced every year, and Dr. J. G. Woodroof, who has conducted considerable research on candy storage, considers refrigeration as a panacea for various reasons such as aiding in the firming process as well as the control of insects, etc.

To control humidity, Janney said his warehouse uses a heated coil along with refrigerated coil, while another warehouseman finds a calcium chloride dehumidifier successful in lowering humidity. A third holds certain types at 45° F. and 55%, and popcicles at -10° F.

Warehouseman E. L. Wintermann, who has been storing candy for almost 20 years, has developed automatic equipment to hold relative humidity close to 45% with a temperature range of 48° to 51° F., and he said he has held as much as 2,000,000 lbs. of candy.

One other problem, control of condensation when candy is removed from refrigerated storage, was touched upon by one warehouseman, who does such things as carefully picking weather conditions for candy removal.

**Free 'Processing Kitchen'
Aids Freezer, Locker Users**

WASHINGTON, D. C.—A "processing kitchen" where locker plant patrons could process their own fruits and vegetables for freezing has produced additional profit for a Michigan locker plant operator, the U. S. Department of Agriculture's Extension Service Review reported recently.

More than 42,000 pints of fruits and vegetables were processed in one season at the kitchen, the publication said. It continued:

"Patrons were invited to do their own processing in the kitchen free of charge, and many took advantage of the better facilities and the expert supervision provided at the plant."

"Some turned the entire job over to the plant staff. Typical of the attitude of the customers was the housewife's remark that 'I planned to put up only one bushel of asparagus, but the kitchen makes the work so easy that I am going to get another bushel.'"

"The operator had practically no locker cancellations and had to construct additional overflow bins to supplement the locker space. He made additional profits from increased sharp freezing for home storage, freezing containers, and fruit and vegetables—both processed and fresh—sold over the counter."

"In addition, he kept his workers profitably employed the year round."

**J. F. Azara Installed as
President of N. Y. Guild**

NEW YORK CITY—Joseph F. Azara was recently installed as president of the Refrigeration & Air Conditioning Guild, Inc. of New York City.

Also installed were Carney Tripp, vice president; Olaf Fosberg, secretary; Theodore Schwartz, treasurer; Frank Sissini, sergeant-at-arms; and these regional vice presidents: Fred Pucci, Manhattan; Arthur Stein, Brooklyn; Leo Marks, Bronx; Herman Trico, Queens; Louis Calderon, Nassau County; Frank Duda, Suffolk County.

On the board of directors are Jacob Ach, Murray Alatodt, William Bennett, Emil Ebner, Alfred Kirshman, Harry Kramer, and Herbert Gottfried.

**Laube Heads ACRMA
Room Cooler Section**

WASHINGTON, D. C.—Herbert L. Laube, president of Remington Corp., was elected to head the room air conditioner section of the Air Conditioning and Refrigerating Machinery Association.

H. B. Donley of General Electric Co. was elected vice chairman of the room air conditioner trade group. W. L. McGrath of Carrier Corp. was reappointed to serve as chairman of the room air conditioner section's engineering committee.

**WALL
WIRE PRODUCTS
COMPANY**

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THE MANUFACTURE OF
DIVERSIFIED WIRE PRODUCTS
OF SUPERIOR QUALITY

STANDARD AND LIGHT WEIGHT
SHELVES OF ELECTRO-POLISHED
SOLID STAINLESS STEEL

REFRIGERATOR SHELVES WITH
CHROME PLATE, ZINC PLATE,
PRO SEAL, TIN, OR
PORCELAIN FINISH

WIRE GRILLES • DISPLAY FIX-
TURES • GUARDS • BASKETS OF
ALL TYPES FOR ALL PURPOSES
STEEL STAMPINGS • MISCEL-
LANEOUS FORMED AND
WELDED WIRE ASSEMBLIES
ARC WELDED ASSEMBLIES

WALL WIRE PRODUCTS CO.
PLYMOUTH, MICHIGAN

**Cory, Proctor Guarantee
Prices Into December**

CHICAGO—Price guarantees until well into December have been announced by two housewares manufacturers recently.

Cory Corp. announced that present prices on all Cory, Fresh'nd-Aire, and Nicro brand name merchandise will be guaranteed for both distributors and retailers against any roll back by either the manufacturer or government regulation through Dec. 31.

At the same time Cory announced a dating plan by which distributors would be extended Dec. 1 payable Dec. 10 dated billing on orders for merchandise of these brands provided the distributors would make similar dating facilities available to qualified dealer accounts.

Proctor Electric Co. guaranteed prices on its irons and toasters through Dec. 10 and will continue its 60-day price protection clause on ironing boards and pad and cover sets.

J. W. Alsodorf, Cory president, said the move of his firm was made to allay general concern over a possible decline in prices this fall and subsequent evaluation of distributor and dealer stocks.

**Admiral Offers Glasses,
Record Players, Hams to
Refrigerator, TV Buyers**

CHICAGO—Another political convention offer, effective through July 31, was announced by Seymour Mintz, advertising director of Admiral Corp.

"All persons entering a dealer's store and asking to see a demonstration of an Admiral television set or refrigerator will be presented free of charge a set of four green chip-proof glasses—just for looking," Mintz said.

Earlier, it was announced that every purchaser of an Admiral television receiver with built-in radio will be given a three-speed automatic record changer at no additional cost, and that all purchasers of the manufacturer's 11-cu. ft. conventional refrigerator will receive three tins of Armour Star canned hams.

**Philippines To Purchase
Hospital Refrigerators**

WASHINGTON, D. C.—Refrigerators are among the items required for rehabilitation of provincial and allied national hospitals in the Philippines, according to the Mutual Security Agency which has approved financing for the project.

Refrigerators are listed in a group of items which also includes food carts and conveyors, X-ray infrared and ultra-violet apparatus, and illuminators. Estimated cost of this product group was given as \$56,000.

Procurement of this equipment will be handled by the Philippine Council for U. S. Aid under procedures which require that U. S. suppliers offer their bids through authorized distributors or sales representatives in the Philippines.

**DPA Allots Aluminum,
Copper for 4th Quarter**

WASHINGTON, D. C. — Fourth-quarter allocations of copper and aluminum were announced recently by the Defense Production Administration in order to permit industrial users to comply with lead-time requirements.

These allotments will be at the same levels reached in the third quarter, which are 50% of base period use for copper products and 55% for aluminum.

The fourth-quarter allocations take into account the increased quantities of copper and aluminum which small users may self-certify under the recent liberalization of the Controlled Materials Plan, DPA further indicated.

Final levels of steel allocations for the fourth quarter will not be established by the DPA until after the steel work stoppage ends and it is possible to measure the production loss and develop the best means of coping with the situation, Administrator Henry H. Fowler further declared.

Meanwhile, he said, advance fourth-quarter allotments for steel products (generally 80% of third-quarter allotments) will not be disturbed, although adjustments may be necessary later. Lost steel production is already equivalent to about half of one quarter's output, he said.

**Major Appliances To Be
Featured at Farmers'
Warehouse-Market**

MAUMEE, Ohio—Major appliances are among the variety of farm and home products offered at the \$100,000 combination market and warehouse opened here recently by Anderson Farmer Corp.

Harold Anderson, president of the concern, described the retail outlet as "a new conception of marketing and distributing certain home and farm merchandise." He said customers can buy goods in any quantity desired on a self-serve, cash-and-carry basis.

Built by Anderson employees, the warehouse-market covers 30,000 sq. ft. Twelve truck-loading docks for customers are provided on two sides. Merchandise is displayed in the front of the steel and concrete structure.

It was pointed out that a farmer could unload a truckful of grain at the elevator and then load up the vehicle with equipment and supplies. Looking for what he wanted, the farmer would see such products as refrigerators, home freezers, ranges, driers, and television sets, hardware goods, heating equipment, and all sorts of farm equipment and supplies.

As in a supermarket, customers can put the lighter merchandise in the heavy-duty hand trucks provided, pay the cashier, and then cart their purchases to their cars. As in a warehouse, motorized lift trucks move large volumes of stock on special pallets, thus reducing overhead.

The warehouse-market will be able to offer goods at close to wholesale prices, according to Anderson, because volume selling will enable the firm to operate on a low profit margin.

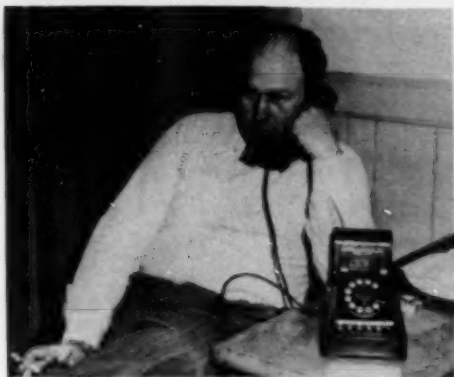


"DISPLAY ALL" glass refrigerator doors are used in thousands of modern markets and wherever there is refrigerated display. They are designed to sell merchandise, enhance appearance and give long lasting, trouble free service.

LET US SHOW YOU HOW "DISPLAY ALL" DOORS WILL MEAN SALES AND PROFIT TO YOU... WRITE FOR OUR BROCHURE.

- Unobstructed, brilliant glass
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1028 NORTH LA BREA AVENUE • LOS ANGELES 34, CALIFORNIA



RALPH R. JESSUP, vice president and treasurer of Richards & Jessup Co., uses his phone with one of the giveaway card files mounted on it.

Novelty Giveaway

Alphabetical Card File for Telephone Has Contractor's Name and Number on Outside

STAMFORD, Conn.—An alphabetical card file that attaches to a telephone is a giveaway novelty presented by Richards & Jessup Co., air conditioning contracting firm, to a select group of customers.

The file is encased in black enamel plastic with the lined blank cards inside tabbed in alphabetical order, serving to form a useful and handy telephone directory for executives.

The contractor's signature line and phone number is inscribed in gold lettering on the case and this makes it a constant reminder of the firm's

services. It can be affixed to either French or vertical types of phones.

About 300 of them are sent annually as a Christmas gift to favorite accounts. These include largely executives of industrial and business organizations since the company does a large volume in commercial accounts.

"Considering the small amount of investment required for this gift which is purchased in quantity lots from the manufacturer, the nice comment and pleased reaction we have obtained from our business friends more than makes up for the cost," points out Ralph R. Jessup, vice president and treasurer. "Every year we send out a fresh file case and card refills, timing delivery just before Christmas."

Grocery Receipts Help Buy Appliances

FORT WAYNE, Ind.—Two neighboring stores—an appliance outlet and a market—are cooperating in a promotional plan under which cash register receipts from the latter may be applied against purchases at the former.

The stores are Hull's Appliance Co. and the Perfect IGA Market next door. Grocery receipts in any amount not exceeding \$50 may be applied for that amount at Hull's on any of a number of Hotpoint appliances.

These appliances include refrigerator, freezer, range, dishwasher, drier, washer, or cabinet ironer. Credit of \$25 is allowed on a Hotpoint water heater or "Disposal."

The market is pushing the offer in its newspaper advertising.

Business Name Filled

BUFFALO—A business name has been filed in the Erie County clerk's office for Fairmont Refrigeration, 121 Virgil St., Buffalo, by Max E. Dozor-etz.

Richmond Plans To Have 200 Cooled Hotel Rooms By Summer of 1953

RICHMOND, Va.—According to Edmond H. Brill, Jr., manager of the convention and publicity bureau of the local Chamber of Commerce, Richmond will have upwards of 200 air conditioned hotel bedrooms by next summer, "which assures an increase in the already lucrative convention and tourist business."

James M. Powell, manager of Hotel Jefferson, has made known the air conditioning of 50 rooms in that hotel, in addition to its coffee shop and a number of meeting rooms, and said that the hotel will have 50 more air conditioned rooms by next month.

Hotel John Marshall has disclosed plans for air conditioning its lobby and 100 bedrooms by next summer "if materials are available." Its coffee shop and a number of meeting rooms are now air conditioned.

Brill commented: "This is believed to be only the beginning of this type of hotel modernization program that will provide more comfort to Richmond's visitors. The city already has air conditioned stores, restaurants, theaters, banks, and other facilities."

"Conventions have come to Richmond in large numbers 10 months out of the year, but the number drops off in July and August. It has been long felt that air conditioned hotel bedrooms would stimulate this type of summer business, as well as improve the already big vacation travel trade."

OPS Sets Warranty Ceiling On 2 Frigidaire Units

WASHINGTON, D. C.—Ceiling prices for first-year wholesale labor warranty services on Frigidaire's model CMO-1 ice cube maker and model FFOR-S-X frozen food display case were announced recently by the Office of Price Stabilization.

The ceiling on warranty service for the ice cube maker is \$33.85. For the frozen food display case, it is \$17.75.

OPS pointed out that this special order (SO 1 to SR 16 of CFR 35) applies only to wholesale labor warranty services furnished to General Motors Corp. or to its distributors or dealers, by dealers who have not sold the units, or by central service firms.

Chattanooga Refrigerator, Freezer Sales Up In May

CHATTANOOGA, Tenn.—May household refrigerator sales were 23% larger in the Chattanooga area than in the same month of last year, according to official figures compiled by Hassell D. Qualls, dealer co-ordinator of the Electric Power Board of Chattanooga.

Qualls said home freezer sales were 25% greater, as compared with the same month a year ago.

Sales figures for May, 1952, for the following appliances were:

	Number of units	Total sales value
Air conditioning units	275	\$ 96,236.25
Refrigerators	779	231,867.50
Home freezers	133	52,694.60
Portable fans	150	4,970.50
Attic and window fans	106	8,364.64

Naval Surgeons Study Freeze-Drying of Bones

BETHESDA, Md.—"Freeze-dried" bone that can be stored in a "bank" and used by surgeons for bone-grafting is being studied by the U. S. Naval Medical School here.

Already 14 patients have received grafts of this type bone with apparent success. Experiments on animals have convinced the researchers that freeze-dried bones can be used as grafts just as if they were fresh. The rate of knitting is somewhat slower.

Freeze-dried bone is frozen at temperatures ranging from -40° to -70° C. and then encased in a block of ice and dried under a high vacuum at -40° C. Through this process, it is claimed that the moisture in the bone does not evaporate, retains its even distribution, and does not form frozen clumps. When water is added at room temperature, the bone regains its original properties.

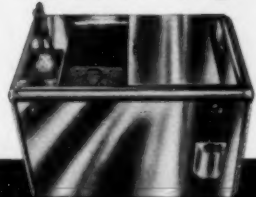
This freezing technique is said to have been developed by Dr. E. W. Floradorf, director of research and development for the F. J. Stokes Machine Co. in Philadelphia.

It is an improvement over storing bones in a freezer because it has been found that freezer-stored bones dry out and lose their elasticity and color within two or three months and undergo undesirable changes in chemical properties.

NEW PRODUCTS?

Turn to "What's New" Page for Useful information on new products.

BEVCO



QUALITY COOLERS YOU CAN FIT INTO YOUR LINE AND SELL AT A PROFIT

ACCESSORIES



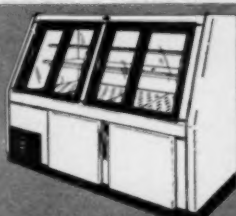
You sell quality, trouble-free cooling in these electric units that operate wet or dry. In 3 sizes... 4, 5, 6 ft. Unobstructed interiors. Baked Enamel finish for beauty and sanitation.

SEND FOR CATALOG N-1

The BEVCO Company, Inc.
2316-28 S. BROADWAY - ST. LOUIS 18, MO.

Buy Bally

Refrigerated Display Cases
...celebrating 20 years of serving
America's finest food stores



write for catalog

V-66 WALL CASE (illustrated)

... ONE OF 62 MODELS AND SIZES

Bally CASE and COOLER CO., Bally, Pa.

YOU CAN BE SURE...IF IT'S

Westinghouse

SURE OF OPPORTUNITY AND PROFIT—

by qualifying for the Westinghouse Air Conditioning Franchise in your trading area.

SURE OF THE HERMETICALLY-SEALED COMPRESSOR

Westinghouse features the CLS (seal-less) Compressor—hermetically-sealed, refrigerant-cooled, Freon-12 compressor-motor units ranging from 2 to 100 tons capacity. Pioneered for air conditioning use by Westinghouse in 1935, this design has continually been refined and improved. It has established a trend in compressor design throughout the industry.

Hermetic construction permanently seals oil and lubricant in, dirt and moisture out. The refrigerant-cooled Westinghouse Lifeline Motor requires no ventilation. Simplified design reduces size and weight, eliminates belts, pulleys and shaft seals. In addition, all components are accessible for inspection and maintenance.

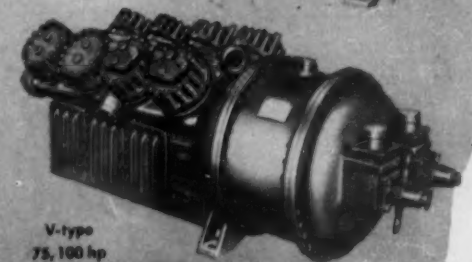
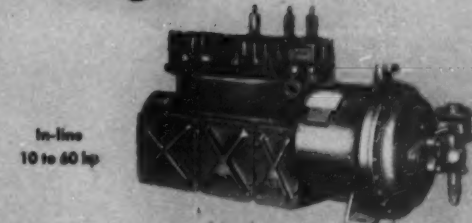
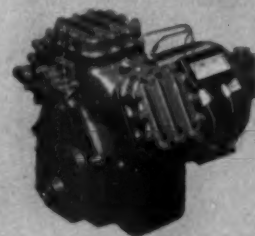
SURE OF ENGINEERING AND RESEARCH

All Westinghouse Air Conditioning equipment is designed and built to work properly together. As exemplified by the development of the hermetically-sealed compressor, they are the result of never-ending engineering and research. The years of experience behind the entire product line give you all the advantages of the many proven Westinghouse features.

SURE OF SALES ACCEPTANCE

Westinghouse Air Conditioning is an immediately recognized and accepted name. The millions of dollars spent annually to advertise all Westinghouse products builds ready-made sales acceptance for each individual product in the Westinghouse line.

There's opportunity and security—as well as profit—in a Westinghouse Air Conditioning Distributorship or Dealership. We have territories open for aggressive, merchandising-minded organizations. Get in touch with us today.



ALL HERMETICALLY SEALED—from 2 to 100 tons

WESTINGHOUSE ELECTRIC CORPORATION

AIR CONDITIONING DIVISION
Hyde Park, Boston 36, Mass.

BLUEPRINTS

OF OPPORTUNITY

THE

Future Giants

OF THE

Appliance

Business



Every business has its pessimists and its optimists.

But let's be realists and look at the plain facts of the appliance business.

The future looks good. The future looks very good.

And here are a few of the reasons why.

APPLIANCES OF THE FUTURE

Today we face a tremendous opportunity. Americans want dishwashers. (Who wouldn't want to save an hour a day!) Americans want Disposalls.* (Who wouldn't want to get rid of the mess and bother of garbage removal!)

Americans want dryers, electric water heaters, freezers, automatic washers, room air-conditioners and . . . more and more of the coming giants of the appliance business. And they'll make an already big business in refrigerators and electric ranges even bigger.

Within ten years, economists say our industry will be selling:

4,000,000 Refrigerators a year.
2,200,000 Electric ranges.
1,100,000 Food freezers a year.
2,600,000 Automatic washers.
1,200,000 Dryers.
1,800,000 Electric water heaters.
1,000,000 Electric dishwashers.
1,250,000 Food-waste disposers.
600,000 Room air-conditioners.

Today, more and more Americans are earning money. 700,000 more workers last year than the year before. Not only that, the average weekly pay check is up.

Total earnings are up and going up each month.

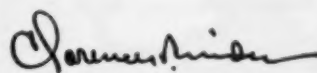
Savings are way up. For example, in 1950 savings were about \$11,000,000,000. Last year they were \$17,000,000,000. Six billion more that people have *left-over* . . . stored away in banks, in strong boxes, in the *sock*! People have the money. More money than ever. That money means plenty of opportunity . . . plenty of *selling* opportunity . . . for the team of you and General Electric.

BLEUPRINT OF OPPORTUNITY

Today—at Louisville, Kentucky, General Electric is building the largest appliance manufacturing plant on earth.

Appliance Park will manufacture better *values* than ever! We believe in the future of the market. We're backing it with a tremendous investment.

We think Appliance Park is a realistic blueprint of opportunity for us and for you. We sincerely think you can make your blueprints bigger—by making them—and matching them—with General Electric. For aggressive retailers the future begins now.



CLARENCE H. LINDER, General Manager

Major Appliance Division

Louisville 2, Kentucky

GENERAL  ELECTRIC

14 Years Later . . .

Sale of 1 Refrigerator Builds Up Eventually To Contract To Equip Entire Bar, Restaurant

By John O. Sweet and George M. Hanning

GRAND RAPIDS, Mich.—Back in 1937, Louis Post sold Restaurateur George Drelle of Muskegon, Mich. his first refrigerator. The next year he came back to sell him a larger one. The following year he sold him a walk-in.

From those small beginnings grew a business relationship that reached its climax last year, when Post was awarded a contract to supply all refrigeration, air conditioning, heating, and kitchen equipment for Drelle's completely new restaurant and bar.

Post, and his partner in the Post Fixture Co., John Lugtighied, are proud of that installation and still consider it to be a "showpiece" of the kind of work their firm can do in the restaurant field. They have cited it to restaurant operator prospects all over western Michigan in their direct mail promotion.

For his new restaurant and bar, Drelle took over an existing building and then remodeled and enlarged it to incorporate his own ideas. When completed the building measured 100 ft. long by 44 ft. wide. It was split down the middle by a wall, with the bar on one side and the restaurant on the other.

Separate entrances are located in the center front, while at the back, the two sections are joined by an

archway. The bar and restaurant counter line the outside walls while tables and booths—all supplied by Post—are grouped in the center.

On the bar side, the curving up-hoistered-front bar is 70 ft. long, while the backbar is 42 ft. long.

LUNCH COUNTER COMPLETELY REFRIGERATED

On the restaurant side, the backbar behind the lunch counter was custom built by the Grand Rapids Cabinet Co. It is completely refrigerated throughout its 45-ft. length and includes soda fountain, water coolers, refrigerated pie case, salad case, two ice cream storage cabinets, and three refrigerated storage cabinets. Tempite water coolers are used here, Post said.

Behind the restaurant is a 30-ft. deep kitchen, also completely Post-equipped, including a 60-cu. ft. stainless steel McCray refrigerator. Beneath the restaurant in the basement is a bakery department where Drelle makes his own pies, biscuits, cakes, and rolls. A 40-cu. ft. McCray reach-in is used here.

In the basement on the bar side, is a complete food preparation room equipped with meat blocks, saws, grinders, and other equipment. It includes two walk-in refrigerators, one

6 by 8 ft. for meats and the other 5 by 7 ft. for general storage. The basement also contains a 6 by 12-ft. walk-in for beer storage and a Crystal Tips automatic ice maker.

All compressors to handle this equipment are racked up neatly in a small compressor room where they are easily available for service. There are 12 compressors in all, bearing the McCray label. They range in size from $\frac{1}{2}$ to 2 hp.

In a separate furnace room at the rear of the basement are two self-contained $7\frac{1}{2}$ -ton air conditioning units hooked up so that they use the hot air ducts for the furnace to distribute cold air and also use the furnace fan as a blower. Separate thermostats for heating and cooling are employed so that the unit will automatically provide heat or cooling as the need may be.

Though the restaurant equipment business is new to Post—he has only ventured into this field in the past few years—the company is looking forward to expanding its operations there.

NEWSLETTER USED FOR PROMOTION

To help the firm gain wider recognition among the trade, Post uses as a promotional piece a four-page newsletter of restaurant information

RESTAURANT & BAR EQUIPMENT



INTERIOR OF BAR section of Drelle's bar and restaurant in Muskegon, Mich. On the other side of the wall is the restaurant. An archway at the back connects the two.

prepared by the National Research Bureau of Burlington, Iowa. This newsletter, called "Keeping Posted on Restaurant Profit Ideas" is mailed monthly to 1,000 restaurant operators in western Michigan.

It is made up as if it were Post's own newsletter. His company name and address appear at the top and bottom of the front page and the bottom of the back page. There are three pages of syndicated copy devoted exclusively to restaurant information. The fourth page is filled entirely by an advertisement for the Post Co., prepared by Post's advertising agency.

AD BUILT AROUND DRELLE INSTALLATION

One such advertisement was built around the Drelle installation. It contained pictures of the modernistic exterior of the establishment and two interior shots. Headlined was Drelle's comment: "Increased sales beyond our expectations."

Copy read: "When Drelle's selected their new location they determined to attract new business with the newest tools of food merchandising."

"Father George and sons Gus, Hank, Pete, Jim, and Tony turned over their collective design ideas to our staff, and their customers and prospects liked what they saw at the new Western Ave. location in Muskegon."

"We can apply your ideas, too."

In the signature at the bottom of the page was this slogan: "Consult our design engineers for new ideas and layouts."

The design engineers, Post confessed, were himself and Lugtighied. Lugtighied said that the firm has been mailing out the newsletter for about six months and it has already brought them compliments from restaurant men.

He added that the newsletter costs the firm about 10 or 11 cents per copy.

Though the Post Fixture Co. has been in the restaurant field for only a few years, it has been in the refrigeration and air conditioning business for the past 20 years.

Even today, the bulk of the firm's business lies in the food store field, where Post is equipped to provide complete interior equipment.

Thus saleswise, the firm is divided into three separate divisions. Three salesmen cover the food store market, three cover the restaurant field, and one sells air conditioning. Post and Lugtighied operate in all three fields.

Though the salesmen are furnished leads developed by advertising, they get most of their business by cold canvassing, Post said.

"That is where the best business lies," Post commented. "If you catch a man before he knows he wants or needs new equipment, it is easier to sell him on the need and value of having your equipment."

For Peak Performance
on all DIRECT EXPANSION
or FLOODED SYSTEMS



buy
Sporlan
right
down
the
line!

For all Sizes and Types of Refrigeration
and Air Conditioning Applications
... Sporlan Manufactures ...

SOLENOID VALVES • PILOT CONTROLS
REFRIGERANT DISTRIBUTORS • STRAINERS

Catch-All FILTER-DRIERS

and the Only THERMOSTATIC EXPANSION VALVES
with SELECTIVE CHARGES C-Z-G-X
for Direct Expansion Systems.

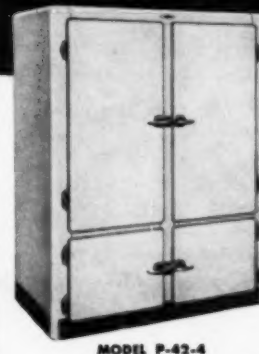
LEVEL-MASTER CONTROL for Flooded Systems

SPORLAN VALVE COMPANY

7525 SUSSEX AVE. ST. LOUIS 17, MISSOURI

EXPORT DEPARTMENT
89 BROAD STREET NEW YORK 4, N. Y.

For LONG RANGE Economy
TURN TO THE P-H LINE!



MODEL P-42-4

Featuring
"GRAD-U-MATIC"
AIR CONDITIONING

and
"LIFETIME" PORCELAIN
OR STAINLESS STEEL EXTERIORS

51 REACH-IN MODELS
TO CHOOSE FROM
20 to 90 CU. FT. CAPACITIES

For over half a century the Puffer-Hubbard Manufacturing Company has been building the finest quality commercial refrigeration cabinets and cases that it is possible to build. Such important features as Electrically Welded Steel Frames . . . Triple Thermopane Sealed Glass Windows . . . Fiber Glass, Vermin Proof, Sealed-in Insulation . . . Exclusive Grad-U-Matic Air Conditioning . . . Welded Interior Porcelain Linings and "Lifetime" Porcelain or Stainless Steel exteriors make them the most economical refrigerators to own and operate.



SEE YOUR NEAREST P-H DEALER . . . OR WRITE—
PUFFER-HUBBARD MFG. CO.
GRAND HAVEN, MICHIGAN

REACH-IN, PASS-THRU and FLORIST CABINETS —
DOUGH RETARDERS — DAIRY-DELICATESSEN
AND DISPLAY CASES — WALK-IN COOLERS

Double 5-Yr. Guarantee Offered by Dealer Gets Results

GLENSIDE, Pa. — A double five-year refrigerator guarantee offered in a newspaper advertisement by Gerhard's, an appliance dealer here, has resulted in a substantial number of inquiries, many of which have already turned into sales, according to the company.

The two-column ad promoted a five-year guarantee on the unit and "five years of Gerhard's dependable service—absolutely no labor charges" at "no extra charge if you buy now." Copy said the "protection plan" included all labor, parts, and service.

"Actually, this ad did two things for us," said Advertising Manager Thomas Birkbeck. "It helped to get the idea across to the public that we were ready to stand behind any manufacturer's merchandise we sold and, secondly, promoted the fact that our merchandise had five-year guarantees."

"This ad had a coupon for clipping and we enjoyed a very heavy response. The ad featured selected-size refrigerators, mentioning prices which included trade-ins."

Chicago TV Service Firm Adds Air Conditioning Div.

CHICAGO — Central Television Service, 3730 N. Southport Ave. here, is now operating a complete air conditioning installation and service division, it was announced by Philip Ban, president.

Central's servicemen and engineers have been trained at the Philco air conditioning factory. They are installing air conditioners for large dealers in Chicago, and also for the Philco distributor in this area, Ban said.

He added that Central's air conditioning division "rounds out the company's service schedule very nicely, inasmuch as July and August are normally slow months for television set installation and service."

JUST ASK US

Turn to "What's New" Page for useful information on new products.

Upswing In Sales, Stable Prices Seen In 2nd Half Of 1962 by Credit Group

WASHINGTON, D. C. — The last half of 1962 will bring an upswing in retail sales and more stable prices, with credit terms remaining about the same as they are now, according to delegates to the meeting of the National Retail Credit Association.

O. Willard Frieberg, assistant vice president of the American Trust Co., and Paul M. Millians, vice president of Commercial Credit Co., agreed that "the customers are coming back to buy."

Millians said increased consumer demand this fall should bring 1962 retail volume close to the 1961 level. But credit men believe such a revival of sales will not result in appreciable retail earnings due to rising costs.

Millians saw the trend toward more stable prices as a boon to business. He suggested that this will make customers out of prospects who have been holding off in the hope that prices will drop further.

Plenty of credit will be available to enable a high volume of sales, Frieberg said. Despite the suspension of credit controls, he pointed out, there has been no widespread reduction in terms.

"Some merchants may be advertising absurdly easy terms," he declared, "but when a merchant gets down to writing the sales contract he usually tries to get better ones."

He said merchants generally are standardizing on 18 months to pay for most goods except automobiles.

Alter Offers Dealers Free Air Conditioning Surveys

CHICAGO — The Harry Alter Co. here, distributor of Crosley air conditioners, recently told its dealers that it would make customer surveys at no charge above the regular \$32.50 installation and one-year service charge.

"Just phone our order department with survey instructions and you will be advised what size unit will be needed on that particular job within 24 hours at no charge to you whether or not you receive the order," the distributor told them.

Temple, Texas Supermarket Features Deluxe Air Conditioned Produce Room

TEMPLE, Texas — Refrigeration is heavily dramatized in the "deluxe" air conditioned produce department featured by the Food Mart, outstanding supermarket operated by Clay Townlin in this central Texas community of 25,000.

The Food Mart, although it is of supermarket dimensions, is located near the homes of many retired Texas industrialists and other wealthy families. Therefore, when the store was designed in 1946, Townlin and owners Hal Hundley and Lionel Campbell decided to give these customers "something different" in the produce department.

The result was an 18 ft. by 18 ft., completely enclosed produce department in the right-rear corner of the store, which dramatizes air conditioning and color to lend special eye-appeal to the produce items.

The room is enclosed in tile to waist-height, with panels of double Thermopane glass extending to the ceiling on either side. This permits a clear view into the brightly-lighted interior from a distance. A single swinging door opens directly into a 10 ft. by 10 ft. low temperature produce pre-cooler.

The display room features permanent tile "counters" in green, brown, and tan mosaic patterns, running around all four sides. The top of the counter is lined with stainless steel, and portable partitions are used to set up some 60 sections for individual displays of each produce item.

The rich tile background, plus the

stainless steel, and the use of warm yellow light within the room, provides every produce item with eye-appeal not normally found, according to Townlin.

Mounted in the center rear wall is a 1,500 c.f.m. blower and coil unit, which maintains the room interior at 50 to 55° F. the year around. Equipment includes a 2-hp. Frigidaire compressor, mounted in the storage room behind, and thermostats located at either side of the room. Thermometers located around the room indicate the temperature.

Many unusual produce items are carried, including imported fruits and vegetables.

New Building Going Up For Dallas Contractor

DALLAS — Construction is under way on a 4,500-sq. ft. building at 2006 Farrington in the Trinity Industrial District for Cohn-Daniel Corp., air conditioning contractor and engineer.

Henry Cohn, president, said the brick structure will house air conditioned offices and warehouse. A 150-ft. driveway around the building will provide rear and off-the-street loading and parking.

The new building will provide double the space now housing the firm at 2712 Louise. Work on the project is expected to be completed by Sept. 1.

3rd Dallas Builder Adopts G-E All-Year Conditioning

DALLAS — Another Dallas building firm will offer General Electric year-round air conditioning to home buyers.

Modernaire Construction Co. has announced that each house in its new 76-unit project in Alger Park here will be completely air conditioned. This is the third big development in Dallas this year to feature G-E year-round air conditioning.

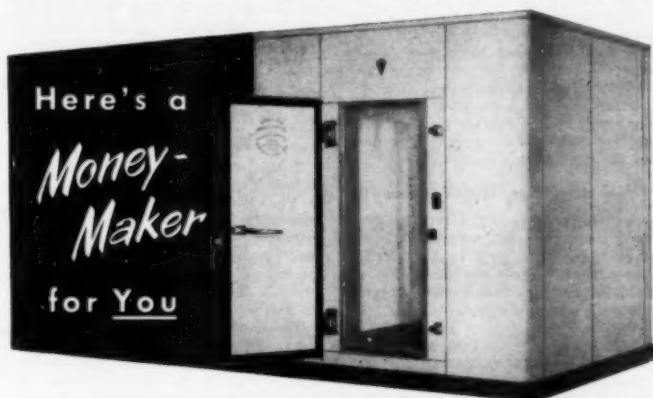
It is in the same general vicinity of two low-cost G-E air conditioned projects previously announced, which will have 210 and 125 homes, respectively, when completed.

G-E officials report increasing builder interest throughout the country in home cooling. Last month they announced another big project involving 65 homes in Haworth, N. J., and are presently carrying out negotiations for similar installations in other parts of the country.

Summer cooling in the latest Dallas development will be provided by a 3-ton G-E packaged residential air conditioner. Heating in winter will be a G-E gas-fired warm-air furnace. A single air duct system will distribute cool or warm air to each room in the house.

The houses, of brick veneer exteriors, will have two bedrooms, den, living room, dining room, kitchen. The first units are expected to be ready by August and will sell for \$18,000.

Inwood Heating & Appliance Co., G-E dealer, will make the installation through Texas Distributors, G-E distributor in Dallas.



The New VIKING FF-88 Walk-In Cooler

Help your customers to profits and you help yourself to more sales. The new Viking FF-88 offers a way for your customers to increase income from frozen food departments—let them take advantage of lower-cost quantity buying... provides the low-temp refrigerated storage space they need to always keep on hand the right items for their customers.

Sell the complete line of Viking commercial refrigerators. See for yourself... while Viking franchises are still available in a few select territories.

To Get the Facts about a Viking Franchise

Mail Coupon Today

SINCE 1904

BRUNNEN LEADER

VIKING REFRIGERATORS, INC.
7300 Wilson Ave., Kansas City, Missouri
☐ Tell me about the availability of a Viking Franchise in my territory.
☐ Send me free literature about the FF-88 and other Viking money-makers.

Name _____
Firm _____

Address _____

City _____ Zone _____ State _____

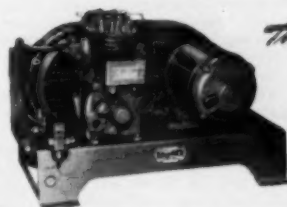
VIKING REFRIGERATORS, INC.
7300 Wilson Ave., Kansas City 3, Mo.



High efficiency...counter-flow...tube-in-tube CLEANABLE CONDENSERS

● Condenser heads can now be removed without special tools, tubes cleaned, and heads replaced—all in a few minutes! A timesaver on any installation. A big cost-cutter where water conditions build up scale and imperil condenser efficiency.

This is another in the long list of star features that make it profitable to sell, install, and service Brunner Refrigeration and Air Conditioning. Easy-to-clean condensers are typical of the value you provide in any Brunner installation—value that begins at the beginning with Brunner "open type" slow speed compressors...less wear, longer performance!



This is Worth Talking Over!

In a range of sizes and types, in a host of features, precision manufactured by our own craft workers, the Brunner line offers advantages in meeting the greatest variety of customers' needs today. Let's discuss Brunner low-cost high-efficiency refrigeration and air conditioning from your profit point of view.

BRUNNER
SINCE 1904

REFRIGERATION AND AIR CONDITIONING

—BRUNNER MANUFACTURING CO., UTICA 1, NEW YORK, U. S. A.—



AIR CONDITIONING
Self Contained Units to 10 hp.
For remote installation...Brunner Condensing Units to 75 hp.



REFRIGERATION
Condensing Units from 1/4 hp. to 75 hp...69 Air and Water Cooled Models.



AIR COMPRESSORS
Single stage 1/4 hp. to 2 hp. Two stage 1 1/2 hp. to 15 hp. Horizontal and Vertical Models.

specialty SELLING METHODS



"BREAKFAST AT BENSON'S," aired every Friday morning over WJIM in Lansing, is helping sell more appliances for Benson's Hardware. A number of programs of this type are owned by Norge Distributor Radio Distributing Co. of Grand Rapids and are co-sponsored in the western Michigan towns by local Norge dealers.

(See story at right)

Breakfast Club

Radio Broadcasts Direct from Dealers' Showrooms Build Traffic, Provide Mailing Lists, and Plug Distributor's Products

GRAND RAPIDS, Mich. — "Cut price advertisements don't pull much any more and appliance dealers are really looking for some way to get the people into their stores.

"Our solution to the problem is the 'breakfast club' broadcast, which has worked phenomenally well," said William H. Pierson, sales manager of the TV and appliance department for Radio Distributing Co., Norge distributor here.

"What we have done," he pointed out, "is take the 'Breakfast at Sardi's' type of national program and put it on a local level."

The breakfast club, Pierson declared, draws an average of 100 people into each participating dealer's store for each weekly broadcast. The half-hour broadcast is built around an audience participation program with gags, skits, chatter, prize contests, and other entertainment.

Gifts for Those Who Remain for Demonstration

Before the show goes on the air, free coffee and doughnuts are served. After the show, an extra gift is offered to those who stay for product demonstrations.

G. P. Burns, advertising and promotion manager for Radio Distributing, explained that the distributor owns the show and has a 52-week option on it. Six dealers in six different western Michigan cities, have been signed up so far for 13-week schedules on their local radio stations.

In each case, the radio station supplies the announcer and master of ceremonies, the dealer provides the prizes, and local merchants supply the coffee, doughnuts, and flowers. For their part, the contributing merchants get a plug on the broadcast. Advertising the program is handled cooperatively by the dealer, distributor, and radio station.

The program is titled after the name of the dealer. The first one to sign up for it was Harry's Service Center in Traverse City. This program, carried over station WTCM, is called "Breakfast at Harry's."

In quick succession after this came "Breakfast at Gee's" (WHTC), Gee's Electric in Holland; "Comstock's" (WLAV), Comstock's in Grand Rapids; "Benson's" (WJIM), Benson's Hardware in Lansing; "Wally's" (WMTV), Wally's Radio in Manistee; and "Lyle's" (WATT), Lyle Smith Appliances in Cadillac.

Distributor Maintains Title to Breakfast Club

Burns explained that Radio Distributing maintains title to the show and does not sell it to the dealer outright. He said this was done to protect the distributor. In case the dealer decides to drop out of the program, the distributor is able to switch it to another dealer in the same territory. And this policy is also assurance that the dealer will plug only Norge products on the program.

Radio stations have cooperated generously in promoting the program, Burns reported. WLAV in Grand Rapids, for instance, runs newspaper display advertisements and broadcasts spot commercials about the program to build up listener interest. The station donates some of the spots and Radio Distributing buys some, Burns said.

In addition, other newspaper ads, purchased cooperatively by the dealer and distributor, are used to build interest in the show. Comstock's also had two large banners spread across its display windows to draw attention to the program.

One of the banners read as follows: "Welcome Breakfast Clubbers. Grand Rapids Breakfast Club. Here every Saturday 9:30 a.m. On WLAV 10 a.m. Mr. 'Unknown' and Ralph Emery in person."

All shows are held on Saturday morning except in Cadillac (Friday) and Holland (Thursday).

Before each broadcast, the dealer clears out the center of his display floor, sets up tables and chairs, and puts the Norge appliances he is featuring in prominent positions near the microphones.

During the half hour before the actual broadcast, visitors are welcomed by the dealer and asked to register on a perforated card, provided by the dealer. These cards, when filled out, give the dealer the

visitor's address, and make and age of refrigerator, range, and washer.

On this section of the card, the visitor also writes down her answer to the "jackpot" question which is given her right away. She tears off this section and turns it in to the dealer. She keeps the stub, which contains a brief "reminder" plug for the store on one side and the program's theme song on the other.

After she registers the visitor is seated and served coffee and doughnuts.

"All serving of coffee and doughnuts is done during the pre-broadcast period," Burns said. "We have found that it creates too much distracting noise and confusion to serve during the show."

The master of ceremonies also uses the pre-broadcast period to "warm up" the audience with songs and jokes. Participants for program skits are selected at this time. The program is opened with everyone singing the theme song.

"Format of the show is constantly being varied in order to maintain interest," Burns declared. "But the general idea is to offer prizes to the most recently married woman, the one who has come the longest distance, the oldest lady present (she gets an orchid). We also present a comedy skit plugging Norge appliances, with ladies from the audience participating, and quiz contests.

Each Participant Gets a Prize

"Everybody who participates gets a prize, with major prizes always having a retail value of \$5 or more. We have a jackpot question which carries a prize valued at \$15.

"The jackpot question is usually one that hardly anyone would know the answer to, so the one who guesses closest wins the prize. We have used such questions as: How many square miles in Lake Superior? What is the date on the cornerstone of the city hall?

"One of the things that has struck us most is the comments by the people who have attended the show on how nice they thought the gifts were. Having gifts that women want—such as cookbooks, flowers, kitchen aids—has really stimulated public interest. Ten prizes are given away each week."

Burns said that radio audience participation is also encouraged by the offer of a Norge cookbook to anyone sending in a question used on the program.

'Woman of the Week' Honored

As an example of the type of gimmick used to add interest to the show was the recent appearance of Mrs. Grace Wilson on "Breakfast at Comstock's." She was presented with a plaque naming her Grand Rapids' "Woman of the Week." She had been selected as such by Don McNeill of the ABC Breakfast Club.

Up to this point, the dealer has taken a "backstage" role in the proceedings. But once the program is over, he announces that all who will stay for a product demonstration will receive a free package of "All," a clothes washer detergent.

Dealers then use the registration cards for follow-up, Burns said. They can tell from the information just which appliances the prospect is likely to be most interested in. With that information, he can direct his promotional efforts accordingly.

Mail 'Bonus Bond' to All Attendees

After each broadcast the dealer sends a letter and a "Norge Bonus Bond" to each person who attended. The bond, good for 30 days after date of issue, contains three coupons, one good for \$50, one for \$35, and the third for \$25.

The \$50 coupon is good for that amount on the purchase of a Norge home freezer or larger size refrigerator. The \$35 coupon can be applied to the purchase of a smaller size refrigerator, a Norge electric range, or several models of gas range.

The \$25 coupon applies on a model 800 or 810 refrigerator, a model N-405A gas range, a wringer washer, automatic washer, or WH-16 Fedders room air conditioner.

"The bond is used instead of a gift certificate," Burns explained, "because it gives the dealer three cracks at the customer instead of one. And it gives the customer greater flexibility in applying the bond to a desired appliance."

The accompanying letter is written by the distributor but is mailed out on dealer stationery and is signed by the dealer. It reads as follows:

"Thank you for joining us at our breakfast party held in our store. We had fun, didn't we?"

"Part of the fun was participating in the program and receiving the gifts that were given to the participants, but because not everyone could participate in the program and receive these gifts, we are enclosing a Bonus Bond as a token of our appreciation for your attendance."

"This Bonus Bond, as indicated, has a maximum value of \$110 which may be used toward the purchase of any of the Norge appliances designated on the face of the bond."

"So . . . stop in today and see for yourself the many plus features of the Norge appliances. Take advantage of your prize Bonus Bond to have in your own home the finest appliances money can buy."

This P.S. was added: "If you enjoyed 'Breakfast at Benson's,' why not get your friends to join you and make a party of it next Saturday morning."

Burns said that though there are a certain number who come back to the shows, most of the audiences have been comprised largely of new people. Thus, a wider and wider circle of people become acquainted with the store.

While the "Breakfast Club" promotion is just getting well under way as far as the distributor is concerned, it has already paid dividends.

He said the Traverse City dealer sold 10 pieces of Norge equipment during the first week after the broadcast and others have reported increased sales on the line. Radio Distributing itself got a new dealer who was so sold on the show he took on the line in order to participate.

2 out of 3 HOUSEHOLD REFRIGERATOR MANUFACTURERS USE Tecumseh HERMETICS AS STANDARD EQUIPMENT

Low initial cost, quiet operation, compactness of design and trouble-free operation, these are the reasons why manufacturers of household refrigerators, freezers, air conditioners, etc., use Tecumseh Hermetics in their products.

Here's how these facts about Tecumseh will help you sell your customers:

LOW INITIAL COST

is passed on in lower price refrigeration equipment or more "extras" at the same price.

QUIET OPERATION

assures customer satisfaction and builds up good will for you.

COMPACT DESIGN

allows more space for food storage, or smaller overall dimensions. Result . . . more refrigeration for the money.

LOW OPERATING COST

due to efficient design balancing compressor exactly to the installation. This factor also minimizes the necessity for service calls under warranty, saving money for both the customer and yourself.

For maximum customer satisfaction and more profits for you, look for the famous Tecumseh Compressors in the refrigeration products you sell!



Illustrated above are the four basic hermetic compressors manufactured by Tecumseh.



TECUMSEH PRODUCTS

TECUMSEH, MICH. Company

EXPORT DEPT., 3111 WOODWARD AVE., DETROIT, MICH.

It's a jewel... the new No. 156
SPRING and SUMMER

HARRY ALTER'S DEPENDABOOK

REFRIGERATION
Parts & Supplies
plus
TELEVISION • RADIO
HEATING
ELECTRIC MOTOR PARTS
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Write for your copy NOW!

Service doesn't falter when it comes from Harry Alter

The HARRY ALTER CO. Inc.

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(312) 447-1111
NEW YORK 13, N.Y.

Keeping Guests Comfortable

Owner of Suburban Hotel In the Heart of the Blue Grass Country Finds
Air Conditioning In Every Room Attracts More Customers

By C. Dale Mericle

LEXINGTON, Ky.—Tastefully decorated in modern style and rapidly gaining an outstanding reputation for its meals, Campbell House, new suburban hotel here, has found that complete air conditioning in every room also offers a strong attraction for guests.

Now in its first summer of operation, the two-story hotel was completed last winter by Ralph Campbell, who had long been one of the operators of the popular Golden Horseshoe restaurant in downtown Lexington. Campbell House is at the outskirts of town one mile south of the city on Harrodsburg Pike.

Public Rooms Are Air Conditioned, Too

In addition to all the guest rooms being air conditioned, the hotel's large main dining room, which seats 240, the private dining which accommodates 125, the cocktail lounge, and a radio station which has its quarters in the hotel are also cooled by the 90-ton Carrier system.

Installation was made by J. Ralph Smith Co., Inc., Carrier distributor here.

Year-round air conditioning is achieved through an indirect system which circulates chilled water for cooling or hot water for heating. Heart of the cooling system includes two Carrier condensing units: a 50-hp. 5H80 unit and a 40-hp. 5H60 machine.

Compact Machinery Room Houses 2 Compressors

These are located in a large basement machinery room and are connected to a Carrier 10T10 water chiller nearby. A huge 9Q10 evaporative condenser located in a pit beside the condensing units handles both compressors.

Water from the chiller is circulated through 119 convectors which cool the guest rooms of the hotel and to three "Weathermakers" located in a separate machine room. One of the latter (a 39Q2 model) supplies con-



CHILLED WATER convectors in guest rooms are painted same color as walls to blend into decorative scheme, as Hostess Janet Ingle notes.

ditioned air to the main dining room, while the third (model 39Q6) takes care of the radio station's studios and offices. The private dining room and radio station are on the second floor.

A good percentage of fresh air is brought in for these three systems, and for winter operation pre-heater coils are provided in the fresh air intakes.

Convectors Installed Under Windows

The convectors installed beneath the windows in the guest rooms of the hotel have provision for bringing outdoor air through the filters and coils. There are 99 36L2 models and 20 of the larger 36L4 convectors serving the hotel.

Operation of the system is entirely automatic, but there is a "trick" hookup for the individual room convectors. The light switch just inside the door of each guest room is a "master" switch controlling all the electrical outlets in the room, including the fan on the convector.

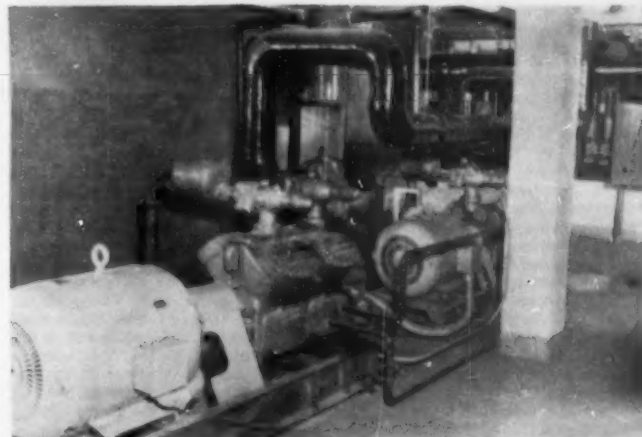
Continuous Chilled Water

Throughout the whole system chilled water is circulated continuously. Controls are set to cool the water down to between 42° and 44° F. when it leaves the chiller, while

water returning to the chiller generally is around 68° to 70° F., according to Bruce Jefferson, operating engineer at the hotel.

Although the system operates automatically without attention, the switchover from cooling to heating is performed manually. For winter operation hot water is circulated through the system.

Having two condensing units gives the system capacity modulation as well as stand-by protection. In normal operation when the water chiller calls for cooling, the 50-hp. machine cuts in first. If further cooling capacity is



MACHINERY ROOM of ultra-modern Campbell House, new suburban hotel at Lexington, Ky., houses these Carrier compressors (30 and 40 hp.) and large evaporative condenser which supply air conditioning for every room.

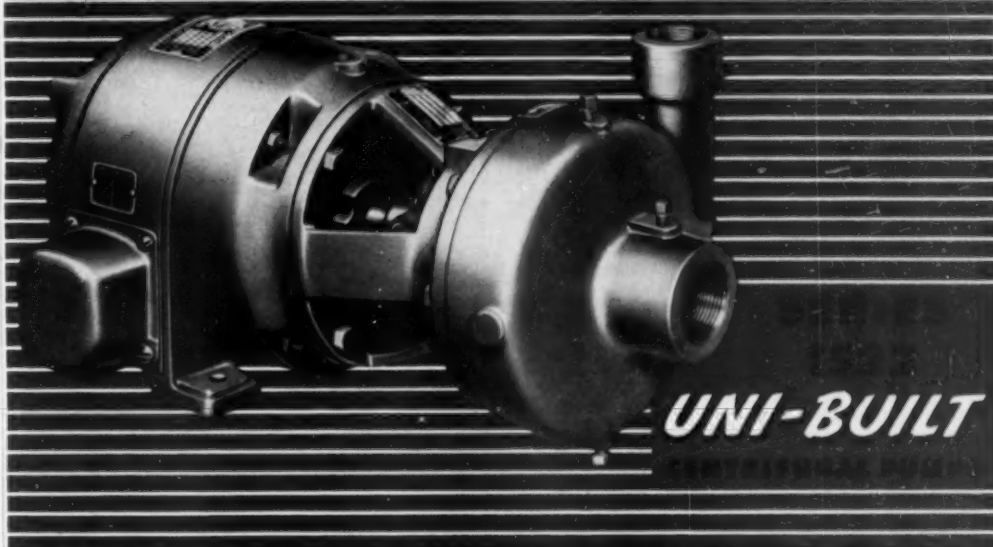
needed, the 40-hp. unit cuts in soon afterwards. In the event either unit should fail, the other could supply considerable cooling until repairs were made.

If anything should go wrong with any part of the system, however, the entire plant is automatically shut down. This arrangement prevents any further damage being done to

any part of the system until the operating engineer or representatives of the contractor can correct the trouble or make temporary repairs.

NO WAITING...

Popular sizes carried in stock!



UNI-BUILT

Designed especially for refrigeration and air conditioning applications

This is the pump for your cooling tower or evaporative condenser installations! For your convenience, a stock of most commonly used sizes is maintained at the factory—ready for immediate shipment.

The leak-proof Mechanical Seal alone makes the Series 1522 a "buy". It's self-lubricating and eliminates the usual leakage through the packing gland—assures long, trouble-free operation.

This pump is smooth-running... quiet!

Long bronze sleeve bearings hold the shaft in alignment and the spring-type flexible coupling helps keep noise at a minimum. Dynamic balancing of the impeller prevents shaft vibration and seal failure.

The bearing bracket sub-assembly, including shaft and sleeve bearings, is easily replaceable. Manufactured to close tolerances, this sub-assembly is interchangeable.

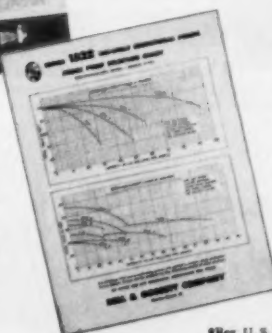
B & G Series 1522 Pumps are available in all-iron, bronze-fitted, all-bronze or stainless steel units.

With all these advantages, the 1522 is competitively priced!

Complete capacity and dimensional data is given in this B & G Series 1522 Pump Catalog. Your copy will be sent upon request—together with selection sheet of popular sizes stocked at the factory for immediate delivery.



B & G manufactures a comprehensive line of Hydro-Flo Centrifugal Pumps, Condensers, Evaporators, Heat Exchangers and Liquid Receivers. Send for catalogs.



Reg. U. S. Pat. Off.



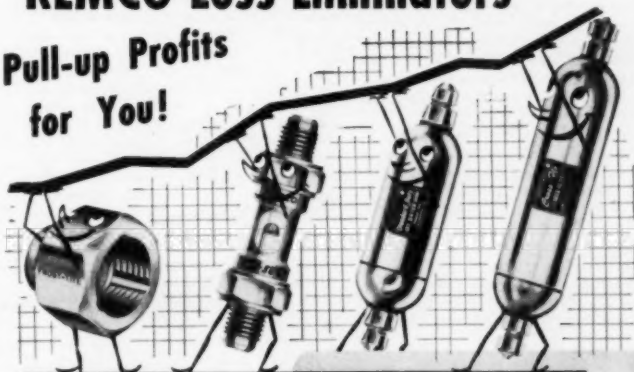
Hydro-Flo
REFRIGERATION
EQUIPMENT

BELL & GOSSETT COMPANY
Dept. CO-47, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong, Ltd., 1000 O'Connor Drive, Toronto

REMCO Loss Eliminators

Pull-up Profits for You!



FROST-TITE

Frost-relieved Flare Nuts, guaranteed not to creep, loosen or crack. A must for lowside applications. Should be used everywhere in the system.

E-2-SEE

100% foolproof Liquid Indicators. Guaranteed to eliminate losses from leaking. With new "FLO INDICATOR" flap to indicate all variations of flow.

STANDARD-DUTY DRYERS

The lowest-cost, most efficient molded driers on the market. Ideal for use by original equipment manufacturers and for field installation or service replacement. Available with either Molded REMCAL or granular Silica Gel. Cap. 1/4 to 1 1/2 HP.

SEND FOR DESCRIPTIVE LITERATURE

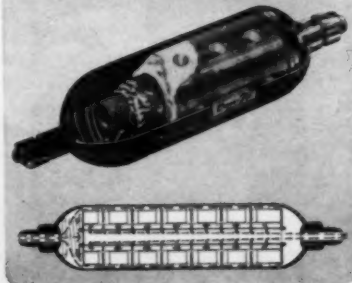


Carried in Stock by Leading Wholesalers

NEW Cross-Flo

POSITIVELY THE MOST EFFICIENT DRIER-FILTER MADE!

New Cross-Flo is now greatly improved — with new REMCAL super-strength drying element, and new FIBERGLAS Depth Filter. New Cross-Flo guarantees increased flow area, increased moisture-absorbing capacity, increased filtering capacity, all-around improved efficiency that positively does away with pressure drop, premature clogging, and plugging. See it now at your wholesalers.



Dealer Opens on Outskirts of Medium-Sized City, Will Be Open 9 to 9 Five Days of the Week

ELMHURST, N. Y. Wright Electric Co. drew more than 1,500 visitors during the formal opening of its new appliance store at 2026 Lake St. here.

"The number of actual buyers was surprisingly good," reported Loren J. Ryder, president and general manager of the firm. "Outside salesmen have been following up registrations and resulting sales have been about one out of 40 calls."

The new store, a one-floor operation with all glass front and off street parking facilities, has extensive fluorescent lighting which supplements the flood of daylight through display windows.

The store is just eight minutes from downtown and the majority of shoppers volunteer their liking for the new location, said Ryder.

"We are completely sold on the wayside spot," he declared. "After 39 years in three different downtown spots, we believe our present location is the best yet. Free parking space permits unhurried shopping, and sales are not lost to the red 'Expired' tags on parking meters."

Ryder said it is easier to close sales when husbands and wives shop together. This is made possible by evening hours. The new store is open from 9 a.m. to 9 p.m. five days a week and until 5 p.m. Saturdays.

Store features displays of two complete operating kitchens.

Credit for excellent traffic drawn during the formal opening was given

to full page newspaper advertising which carried a photo of the store and members of the firm, along with some background on the store's development.

Seven door prizes were awarded during the open house.

Housewives Win Ranges by Telling Why They Want One

CHICAGO—A new electric range was presented recently to each of the four winners in the write-in contest on "why my next range will be an electric range" held in connection with the Chicago Electric Cooking Institute's exhibit at the Modern Living Exposition.

The presentations were made by Jane Foster, director of home economics for the institute, which is an activity of the Electric Association, at a special performance of the institute's playlet, "Mom Steps Out."

According to Jane Foster (Mrs. Madeline F. Mehlig) over 600 contest entries were received. All contestants were invited to attend the playlet, which has been presented before 200 women's organizations in the past two years and has drawn a total attendance of over 35,000.

The four contest winners then visited the Electric Cooking Institute to pick the range of their choice from the 14 brand name ranges on display.

W.Va. Contractor To Heat Cool Ohio State Capitol

CHARLESTON, W. Va. — Conditioned Air, Inc., of Charleston, headed by Guy L. Holclaw as president, has been awarded contracts for installation of new air conditioning and heating systems in the Ohio State Capitol at Columbus.

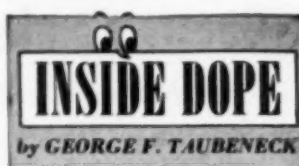
Holclaw said that his company will air condition the House and Senate chambers, committee rooms, and offices of Ohio legislators in the state-house and replace an antiquated heating system.

He added that Conditioned Air, Inc., has installed air conditioning and heating systems in nine states and numbers among its clients most of the larger industrial firms in this region, including Carbide & Carbon, du Pont, American Viscose, Celanese Corp., Sylvania Corp., Chesapeake & Potomac Telephone Co., Monsanto Chemical Co., Westvaco, and Vandalum Corp. of America.

According to Holclaw, 221 tons of refrigeration will be required at Columbus. Conditioned Air, Inc., secured the contracts for the project in competitive bidding with Ohio contractors, it was stated.

Reed, Research V.P. of American-Standard, Dies

LOUISVILLE, Ky. — John C. Reed, vice president, research, of American Radiator & Standard Sanitary Corp. died here recently after a brief illness. Reed held important positions in both production and research.



(Concluded from Page 1, Column 1) handout. I will never cover before any master nor bend to any threat. It is my heritage to stand erect, proud, and unafraid; to think and act for myself, enjoy the benefit of my creations, and to face the world boldly and say, this I have done. All this is what it means to be an American."—DEAN ALFANGE.

"Everybody, in his secret moments, has a lower opinion of himself than he would like society to believe; but the immature person frets about this, while the mature person seeks solace in the thought that we are all in the same boat."—SYDNEY HARRIS.

"Vanity, thy name is . . ."—and one photographer puts the fact to work to collect overdue bills from women customers. With his past-due notice he encloses an unretouched proof of the customer and requests permission to exhibit it in his studio window as a sample of his work. The customer usually shows up the next day, cash in hand.—LEROY J. HERBERT, *Rotarian*.

Red Faces

At the last Auto Show in Chicago model after new model was spotlighted on the stage in a "pageant of 1952 cars."

Up came one shiny new job, a popular make. To the angry consternation of the manufacturer, and the howling competitors, the orchestra played "Slow Poke" at that moment.

Some Old, Some New

Walter F. Muhlbach, president of the Institute of Cooking & Heating Appliance Manufacturers, tells about a farmer who, when solicited by a salesman to buy a book on better farming methods, replied: "Heck no, I ain't even farming now as well as I know how."

And about the chorus girl who refused the gift of a book on the ground she already had one.

And about the Russian who was shown for the first time a copy of Sears Roebuck catalog. "Do you mean to tell me," said the Russian, "that in America all these things are available to the masses?"

"Available, hell," said the American, "in America we have to beg the people to buy them."

Seated side-by-side at a civic luncheon were Mrs. Edsel Ford and Charles E. Wilson, President of General Motors. Unselfconsciously and unaware Mr. Wilson fell backward off the elevated speaker's table.

"Why didn't you catch me?" he twitted Mrs. Ford.

"Charley," she sharpened back, "we Fords have been trying to catch up with you for too long."

Washington Notes

The U. S. Dept. of Agriculture has published Agriculture Handbook No. 26. You'd never in a million years guess what it covers. Not contour plowing. Not insect spraying. Nothing like that.

It's called "How to make circular letters attractive." If you think farmers don't write circular letters, you're right. The book is actually aimed at agricultural extension workers, telling them how best to propagandize the farmers.

The same department has just issued the results of a survey it made early in 1949 on the type of materials mothers prefer in babies clothing. It took almost three years to tabulate and publish this stupendous study, which came to the startling conclusion that most mothers prefer cotton clothing for babies, except for disposable diapers, which should be made of paper.

This recalls the Agriculture Department's earlier survey of men's preferences for pajamas, which revealed that a lot of men only wear half a pajama.

Our tax money is paying for this.

Letter of the Week

Electronic Associates Incorporated
Long Branch, N. J.

Mr. R. E. Smallwood, Vice President
Sales Management
386 Fourth Avenue
New York 16, New York

Dear Mr. Smallwood:

I am glad to tell you, as you request, why I have not renewed my subscription to *Sales Management*.

It isn't, as you suggest, that you have "fallen down some place." It is as you suggest, "that *Sales Management* simply hasn't given" me enough ideas and information to be worth the time spent in reading it. I have made several trial subscriptions to the various magazines in the same category as *Sales Management*, and of the group I prefer *Sales Management*. It does not, however, cater sufficiently to the type of business I am in—a business in which our published advertising is nil, in which salesmen's compensations are no problem, in which the packaging of our product is of negligible importance, in which no wholesale-retail distribution system is used, and in which the sales training amounts to about the same thing as the engineering training.

All this usually causes people to ask, "What kind of business is this?" It is an electronic research and development business about which I have formulated the following description in which there is more truth than fiction. A potential customer asks us what we do. We tell him we don't know, and he tells us that he would like to have a gadget built but does not know what it should be. We say, "Fine—we'll see what happens." Sometime later we deliver a box to him and say we don't know what it is, but here it is. He says, "Thanks—I don't know how I am going to use it, but I am glad to have it."

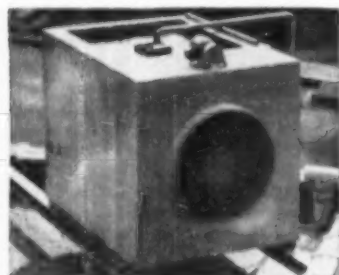
THEODORE W. JARMIE
Director of Sales

HALSTEAD & MITCHELL COOLING TOWERS

20-Year Guarantee!

On the Wetted Deck Surface of Koppers Pressure-Treated Wood

Here's the industry's greatest cooling tower value . . . "built like a battleship" for 20 years of foolproof performance. Halstead & Mitchell's pioneering in exclusive use of Koppers pressure-treated wood in the wetted deck surface makes possible the unprecedented 20-year guarantee against rotting, and provides the industry's most effective deterrent against fungi growth. Economical, lastworthy . . . the special H & M design for water distribution eliminates, thru the use of an efficient gravity-type distributing pan, extra pumping head required on spray type towers, also cuts down windage losses due to atomizing of water. The complete assembly is with Everdur bolts . . . disassembly is easy even after years of service. Easily accessible for cleaning through inlet on back of towers in all sizes.



MORE EFFICIENT IN ANY INSTALLATION

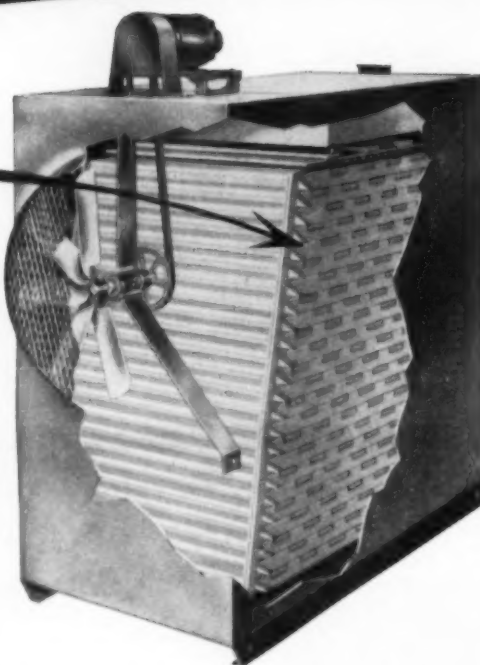
H & M # CT-4000 Induced Draft Cooling Tower supplying the condensing water for 20 HP and 10 HP water-cooled condensing units in 3-story jewelry store room air conditioning. Note open-type distributing pan. This installation also has remote water basin in basement for year-round operation.

3 TONS to 30 TONS

A cooling tower for all applications, from 5 to 50-ton capacities—made by Halstead & Mitchell, one of the world's largest manufacturers of water-cooled Cleanable Condensers.

AT LEADING WHOLESALEERS EVERYWHERE

Write for descriptive bulletin and information on engineering helps.



HOUSING—10 gage (1/8") sheet-steel case with 3 coats Bitumastic lining. Electrically welded cabinet. All bolts used are Everdur for ease of disassembly after years of service.

WATER DISTRIBUTION—Gravity type distributing pan eliminates extra pumping head, cuts down windage losses, due to atomizing water.

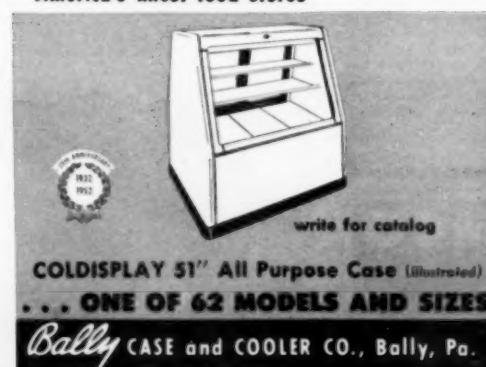
FAN AND DRIVE—Quiet-operating stainless steel 8-bladed fan, stainless steel shaft, chrome-dipped rust-proofed pulleys. Cast iron bearing supports. Adjustable belt tension.



OFFICES: BESSEMER BUILDING • PITTSBURGH 23, PA.

Buy Bally

Refrigerated Display Cases
... celebrating 20 years of serving
America's finest food stores



write for catalog

COLDISPLAY 51" All Purpose Case (illustrated)

... ONE OF 62 MODELS AND SIZES

Bally CASE and COOLER CO., Bally, Pa.

Radio Telephone System

\$4,000 Office-to-Car Communications Equipment Batters Sales, Service Efficiency, and Eliminates Call-Backs

WACO, Texas—Spending \$4,000 for a radio-telephone system was "the best investment I ever made," says Joe Farrar, operator of Bellmead Butane Gas & Appliance Co. here.

The system has resulted in an all-time high in service and sales efficiency, according to Farrar. It is used not only to maintain constant contact with servicemen and salesmen in the field but to solve installation problems and even close sales.

Although the company started out as a liquefied petroleum gas dealer, it shortly took on electrical appliances and now handles Servel, General Electric, and Crosley products. Its territory covers a 40-mile radius surrounding Waco.

FAULTY LIAISON NOTED

Aware some time ago that liaison between headquarters and men in the field was not what it should be, Farrar in 1949 determined to experiment with two-way radio-telephone communication.

Economies in everyday operation cropped up so rapidly that the Texas dealer was "sold" and within the following six months, he invested more than \$4,000 in a powerful transmitting unit at the headquarters, plus separate transmitting-receiving units in seven delivery, pick-up, and stake truck vehicles.

Now, from its Waco headquarters, the company can control every step of its multiple operations with split-second speed. If a refrigerator breaks down, it is a simple matter to call all of the trucks in that area, determine which is closest, and get him on his way in a few minutes.

'BUZZING THE BOSS' FOR HELP

Similarly, installation problems which confront a mechanic can be met by merely "buzzing the boss" over the radio-telephone system and getting explicit instructions immediately.

"We have even installed commercial refrigeration equipment with step-by-step instructions, sent via the air," Farrar said. "There is no such thing as a call-back, return trip, or a mechanic driving in to pick up tools or parts with this development."

Probably the most unusual application of radio-telephone has been "selling over the air."

FARMERS TALK TO BOSS ON RADIO

Bellmead salesmen, out contacting farmers at the doorstep, occasionally run into situations in which they are not quite sure of prices or facts about a particular appliance. So they just call the showroom—where either Farrar or A. G. Oswald, his general manager, is on hand to answer the question and "take over the sale," if necessary. Sales have actually been closed with farmers standing microphone in hand, alongside a truck cab, asking questions and getting answers "over the air."

The value of the system as a service adjunct is of course, readily recognized. Service calls which used to require dispatching of a truck 35 miles into the country and back are a thing of the past. Instead, radio communication goes to work as soon as a housewife telephones in, and it is seldom that as much as half an hour will elapse before the repair truck arrives.

While the system, licensed by the Federal Communications Commission is a "short-range" layout, it is possible for Farrar to reach the furthestmost limits of his sales territory—merely by "relaying."

The message is transmitted to the vehicle closest to the remote point which utilizes its own power to re-broadcast the same message to the truck out at the territorial limits.

SERVES PUBLIC IN HIGHWAY ACCIDENTS

The system has also resulted in considerable publicity and goodwill, particularly as it has, in several instances, been employed to report bad highway accidents. Such reports are called into the home office, which immediately telephones an ambulance service and the sheriff's office to get help on the way.

With all of these advantages, it is easily seen why Farrar regards the radio-telephone system as "the best investment I ever made."

White-Rodgers Opens New Detroit Branch

DETROIT—White-Rodgers Electric Co., maker of automatic controls for heating, air conditioning, and refrigeration, has announced the opening of a new enlarged branch at 16590 Wyoming Ave., where a complete supply of controls will be warehoused for servicing Detroit and surrounding areas.

The branch will also operate as an exchange agency, having replacement facilities. Ample parking area is provided. Plans are in progress for building of a laboratory for testing controls, and the branch will also serve as a control information center.

Formal opening is expected in early September when laboratory and other plans are completed. Charles O'Brien is manager of the new branch, assisted by Don Robinson.

Research Products Names Bierman as Michigan Agent

MADISON, Wis.—Research Products Corp. here, manufacturer of air filters for heating and air conditioning, has announced the appointment of A. C. "Bernie" Bierman as sales supervisor for the state of Michigan, excluding the upper peninsula.

Bierman, a Navy veteran, has been associated with petroleum products sales prior to his present appointment. He will work with manufacturers, wholesalers, dealers, and consumers in his new territory.



Service & Supplies

Wisconsin Apprentices Visit Trane Factory

LA CROSSE, Wis.—Wisconsin steamfitter apprentices recently found out how products they install are made. About 25 of the future journeymen from the eastern and northern part of the state, under the sponsorship of the Wisconsin Schools of Vocational and Adult Education, toured the factories of the Trane Co. here and saw how air conditioning, heating, ventilating, and heat transfer products are put together.

The group was conducted through four La Crosse plants of the company by F. O. Russell, manager of the firm's steam specialties sales department. Inner workings of traps, valves, pumps, compressors, and other products were explained and manufacturing processes were traced from receiving room to shipping department.

In charge of the visiting apprentices was G. S. Strombeck, coordinator of vocational and adult education, Racine, and Marcel W. Huguot, circuit steamfitter instructor, Green Bay.

\$1,000 Limit Lifted on MRO Items for 1 Project

WASHINGTON, D. C.—The National Production Authority recently removed the \$1,000 limit on the cost or quantity of maintenance, repair, and operating materials used for a single installation project but retained the quarterly restrictions on expenditures for installations.

It was intended to eliminate hardships caused by the dollar limitation and to cut down on NPA's paper work.

The amendment also changed the definition of installation to include any setting up or relocation of machinery, fixtures, or equipment which does not occur in conjunction with a construction project covered by CMP Reg. 6 and which is carried normally as capital.

This also does not include installations in a building less than a year old.

It made clear that all items purchased as part of a single project or plan constitute one "minor capital addition."

Plenty to talk about...
its a
TEMPRITE!

The Temprite top and bubbler design is the most attractive in the industry; sanitary, satin-smooth finish is perfectly harmonious to the surroundings of every type of business or industrial establishment.

Highly durable water cooling and storage tanks will not corrode.

All joints and fittings are silver soldered to prevent liquid or gas leaks of any kind.

Compressor is hermetically sealed and lubricated for life. Quiet operation disturbs no one.

Five-year protection plan available on all hermetic type units.

Pre-cooler assembly (not visible here) operates as heat exchanger between incoming and drained water; increases efficiency up to 50%.

Water inlet incorporates a patented feature which instantaneously directs the warm water into the bulb well to start the compressor and increase cooling capacity.

Fan-motor assembly is lifetime-lubricated, heavy duty type.

Frame is welded into one piece, sturdy, angle-iron construction. Top and side panels easily removable.

"some combinations can't be beat!"

Tenney "DRUM" COOLING UNIT

Tenney "Drum" Cooling Unit—for maximum efficiency in minimum space. Designed originally for walk-in coolers, this unit is ideal for use in any refrigerated space where an even distribution of cooled air throughout the entire area is essential. And—it's easy to install, easy to service.

It takes a combination—a well integrated Tenney team of top engineering talent and practical application of long experience—to produce the most efficient and durable refrigeration equipment. Take this Tenney "Drum" Cooling Unit... years of research and experience in the refrigeration field have gone into its design and manufacture. This experience, combined with the most modern engineering methods, is your guarantee of satisfaction.

Tenney
ENGINEERING, INCORPORATED
Dept. E, 26 Avenue B, Newark 5, New Jersey

Engineers and Manufacturers of Refrigeration, and Automatic Environmental Test Equipment

SERVICEMEN,
CONTRACTORS,
JOBBER,
ENGINEERS

Tenney brings you the advantages of advanced engineering and manufacturing facilities to handle any and every refrigeration problem, for the Tenney line is built to suit your needs. Outline your problem, and let us prove that a Tenney unit will solve it.

Since 1929
Temprite
PRODUCTS CORPORATION
BIRMINGHAM, MICHIGAN

Soft-Contained Water Coolers
Romatic Water Coolers
Carbonators
Control Valves
Instantaneous Liquid Coolers
Oil Separators
Best Coolers

TEMPRITE PRODUCTS CORP.
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Commercial Refrigeration

Supermarket Finds Own Bakery with Freezer A Must In Providing Complete Food Service

CLEVELAND—“Our freezer enables us to seemingly bend over backwards for Mrs. Homemaker with very little extra effort on our part,” declares Mrs. Emma Bourn, manager of the bakery department operated in conjunction with the W. W. Wilt, Inc. supermarket in Elkhart, Ind.

“We have proven to our satisfaction that a bakery which is owned and operated in the store is a must for a complete food store; we feel that to operate without this department would be like having a circus without pink lemonade,” Mrs. Bourn said in a talk at the 15th annual convention of the Super Market Institute here.

“Our total sales average over \$80,000 per week. The bakery department represents 4% of this volume.”

“As ‘our’ customer parks her car in our large car parking area (for which she is very thankful), she is immediately conscious of the delightful aroma of fresh baked foods coming from the ventilating fans in the bakery. She enters the store. First she walks down our various

lanes (fully stocked); then visits our very complete meat department, comes up through our produce department, invariably visits our new gift department, filling her cart.

Frozen Baked Goods Offered

“Lastly, she comes to our bakery department, where she is greeted by our pleasant and courteous sales girls who have something especially delicious to suggest. (Our own pre-packaged bakery products and frozen products are also available in the bakery department, fresh at all times.)

“She will be informed as to the ingredients in the merchandise she is interested in buying. Special orders are given extra attention. This is made possible by the careful instruction given to the salesgirls. Our management is very careful to pick sales personnel of high character. Although the cost comes high for this caliber of people, the compensation is even greater.

“We attribute the efficiency and

completeness of our operation to the freezing unit, located centrally, equally accessible to the salesgirls and the baker,” said Mrs. Bourn. “It enables us to come through with a volume of buns, dinner rolls, nut breads, special yeast, plain angel food cakes and various other items for our self-service section. These products are made the first three days of the week, and frozen immediately after cooling. They are brought out of the freezer and wrapped, as needed. They are strictly fresh for our Thursday, Friday, and Saturday business.

“Cakes are also frozen in volume, either as plain layers or iced and frozen for more rapid service. This operation increases the moisture content of our cakes and improves their flavor. It enables us to have a more complete line of cakes and pastries. To lose an order for a special occasion cake is nearly unheard of. This service that would be absolutely impossible without our freezer,” she declared.

“Coffee cakes and Danish rolls are



FREEZER and Tyler dough retarder permit bakery of Wilt supermarket in Elkhart, Ind., to bake in advance of the weekend rush.

frozen in three stages: in the dough on pans to be made up if needed; in the ready-for-oven stage and baked off as needed; and in the finished stage, baked, panned, and frozen. At the most, we have coffee cakes and rolls 30 minutes from the salesroom.

Most Items Are In

Showcase or Freezer

“Mrs. Homemaker is rarely disappointed by finding empty show cases in our bakery. She seldom asks for anything we are unable to supply, either from our freezer or the show cases. Our freezing unit enables us to make large batches of such items as muffins, cup cakes, lady fingers, sponge short cakes, brownies, etc., of which otherwise we would be caught wanting on busy weekends.

“We make specialty products such as salt free bread and coffee cakes in large quantities, thus making it possible for us to supply them at any desired time. Again, that would be impossible without our freezer. Salt free and low caloric products made in our bakery are tied in with our health foods department.

“Some of our outstanding products are stone ground whole wheat bread, coffee cakes, breakfast rolls, and dinner rolls. The nutritive value appeals to the 15% of the people who are interested in food from the standpoint of health, and the other 85% who are concerned only with taste and eye appeal.

Frozen Pie Requires No Defrosting

“Our home type pies are frozen unbaked. They are sold in this form from our frozen food display cases or baked for the sales department. No defrosting is necessary, and we truly believe the pie is improved in quality with the freezing. A real favorite is our cake and ice cream combination. Individual pastries are filled with ice cream and decorated, chocolate layer cakes combined with peppermint ice cream. With our freezer we have complete control of our product and volume at all times.

“Our frozen display of bakery products adjoins the bakery display cases and would be a wonderful addition to any food store. From this case we sell hundreds of frozen unbaked pies, cheese cakes, English muffins, meat and chicken pies, etc. We even package our own pie dough and sell it frozen. This has proven to be a very good item,” explained Mrs. Bourn. “Everything is sold on a money back guarantee in our bakery. This policy prevails throughout the entire store. The customer is always right at Wilt’s.

Freezer Gets Credit

For Success of Bakery

“It is a tremendous job to have enough merchandise in the bakery self-service department to satisfy our customers’ wants. This is made possible only by the efficiency of our freezer and the organization of our shop. You may say, ‘Why bake products like buns yourself; after all a bun is a bun.’ But somehow we felt a need for something better. A better than average bakery product creates customer interest in other items. We are constantly striving for outstanding quality.

“We make and package our own cookies. These are made the first three days of the week, baked and packaged immediately to assure freshness, and sold in our self-service department.

“The freezing operation also improves our employee relations greatly. Our bakers work in daylight only. Before our freezer days, a bakery department like ours would require them to come to work at midnight and work much longer hours, often times 13 or 14 hours on weekends,” she said.

“Some of the services we can

render Mrs. Homemaker, by operating our own bakery right before her very eyes, are beautiful birthday and anniversary cakes. Having a reserve of these cakes decorated and frozen, we allow the homemaker to make up for her forgetfulness. I remember when we made posters reading: Cakes must be ordered 24 hours in advance. This is no longer the case with us, but in stores supplied from an outside source, 90% of the time this service is not available.

“How often does Mrs. Housewife leave your market and visit the neighborhood bakery for dinner rolls or cake. Then she buys her cookies and fresh home type bread there as well while she is there. All because you cannot supply her entire shopping needs.

“Too many American menus are without some bakery item. You will say that bread is bread. I don’t agree. An outstanding food editor and home

(Concluded on next page)



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Frick Co.
PITTSBURGH, PENN.

Unit Cooling Combined Drafting
Room and Offices





EYE APPEAL of open Tyler frozen food case in front of bakery does splendid job of merchandising frozen baked goods, pastries, and combination ice cream cakes.

Freezer, Dough Retarder Allow Supermarket To Prepare Baked Goods for Weekend Rush

(Concluded from preceding page) economist recently said: If you will let Mrs. Homemaker know about your high quality loaf of bread, she will buy your other products also. She went on that she does not recommend a commercial loaf of bread so softened by chemicals that you can make a ball of dough from each slice. She recommends a crusty loaf of bread and invariably builds her menus and recipes around this type of product.

Keeps Customer from Going Elsewhere

"We satisfy the customer who does not want a commercial loaf of bread, we don't want to invite her to go elsewhere. If she does shop elsewhere, 90% of the time she will buy her other pastry items elsewhere, too."

The freezer used in the Wilt bakery, and all the refrigerated fixtures in the supermarket were produced by Tyler Fixture.

"We operate the freezer right around 0° F., which we have found ideal for both dough and the finished product," said Mrs. Bourn. "We try to defrost the freezer completely at least once every three weeks."

A certain amount of experimenting and re-learning has to be done by bakers to get the most out of the freezing process, she admitted, but this took no longer than six months.

"With pies, for example, we found that we had to use a little more moisture in the fillings than we'd normally have. Cakes have to be completely defrosted before they're iced. And products must be placed directly in the freezer as soon as they've cooled after baking. Sometimes if we are in a hurry, we'll put them in the freezer as soon as they're taken from the oven."

"It's not satisfactory to delay the freezing after baking, we found. If you keep the products on display all day, for example, and then try to freeze them when they've become stale, the quality is not up to standard."

"We don't recommend keeping these goods in the bakery freezer for more than a week or 10 days, although we have done it longer in experiments. Our objective in using the freezer, it must be remembered, is to get the baking done the first part of the week ahead of the week-

end rush. Before we installed the freezer we never could meet the demand and would run out of goods before the weekend was over."

Frost and Condensation Problems Are Minor

According to Mrs. Bourn, there has been virtually no problem of frost getting on baked goods or condensation occurring when the goods are removed from the freezer.

"Sometimes a slight amount of frost will accumulate on those items placed directly on the freezing plates in the freezer, but this can be eliminated by moving the product to center racks off the plates after the initial cooling," she said.

White-Rodgers Opens N. Y. Regional Branch

ST. LOUIS—White-Rodgers Electric Co., maker of automatic controls for heating, refrigeration, and air conditioning, has announced the opening of a new enlarged regional branch at 35-14 Crescent St., Long Island City.

The branch will service New York City and surrounding area, stocking a large supply of controls and will also serve as an information center on controls and control systems.

Arnold E. Petersen is regional manager, assisted by Jack Weigert, Frank Crawford, and Ed Hartnett. Tom Langan is service information division supervisor.

Cilar Appliance Co. Files

BUFFALO—A business name has been filed in the Erie county clerk's office for Cilar Appliance, 1496 South Park Ave. here, by Frank J. Cilar.

H. D. Warning To Head Self-Service Leads to 100% Greater Meat Sales

ST. LOUIS—The Master-Bilt Refrigeration Co. here, manufacturer of Master-Bilt farm milk coolers, has named H. D. Warning sales manager.



H. D. Warning

Warning is licensed by the state of Missouri. He comes to Master-Bilt after eight years in industrial sales and as a sales engineer in the apparatus department of General Electric Co.

RENO, Nev.—Being able to select packaged meats from open-type cases set back-to-back has proved so popular with patrons of Sewell's Butchery Market here that self-service sales are 100% higher than at the service meat department and 75% of fresh poultry sales are from the open display.

The section has been expanded from 15 ft. to 75 ft. in the last five years, or about 15 ft. a year, according to Ed Leback, department manager. The aisle display now consists of six cases, three facing each aisle. Cases are stocked with such items as ham, bacon, cold cuts, poultry, sausage, and prepared meats.

Leback calls the section, located across the aisle from the service meat department and near the frozen foods and fresh produce, the "best permanent display" in the market.

He thinks the success of the open display is due in part to the fact that customers can make their own selection of meat without any pressure. He pointed out that they avoid a butcher's sales talk, waiting for other customers, and having to make a quick selection while the butcher and other customers wait.

Leback added that while the cases also enable customers to inspect meats closely, successful volume depends, too, on attractive arrangement of packages.

Refrigeration Plays Role of Protector, Merchandiser In New Drugstore

FREWSBURG, N. Y.—Refrigeration plays an important merchandising and protective role in the newly expanded and remodeled Frewsburg Pharmacy here, according to J. C. Lombardo, proprietor.

The new candy department features a 6-ft. refrigerated case which keeps boxed chocolates at maximum freshness at all times.

A self-service refrigerator has been installed for insulin, biologicals, and antibiotics.

A 4-ft. electric beverage cooler is provided for soft drinks.

A self-service, 40-gal. ice cream cabinet already has increased take-home ice cream sales "considerably."

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Turn to "What's New" Page for useful information on new products.

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Sell your condensing unit with Filtrine Stainless Steel or Duro finished cabinets, equipped to suit with top/side shelves, bubblers, glass-fillers. Can be Taste-Master equipped to remove chlorine, rust, sediment from water.

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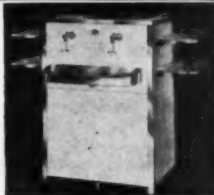
Sell your condensing unit with Filtrine models repeatedly named by V.A., Signal Corps, Air Force, etc. for X-ray and photo-labs. Under counter design and floor-mounted models with stainless steel work-table top. Filters (extra) to prevent scratched and pin-holed negatives.

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REMOTE COOLERS

Sell your condensing unit with remote models for new and replacement jobs—all applications. Capacities 10-1000 g.p.h.; storage 7-300 gals. Filters Rectifier-Dechlorinators available for all sizes.



MC-14-S MC-25-S MC-43-S MC-40-S



PH-7 PH-14 PH-25



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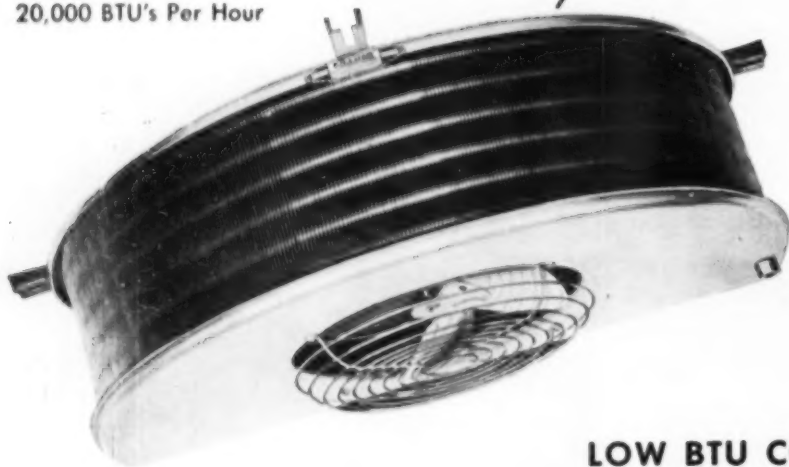
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"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

Have Palace Favorites Cashed In on Foreign Giveaways, Too?

SO FAR, all the probing for scandals in our government has revolved around domestic bureaus. Have those in charge of giving away billions of dollars abroad been without taint?

This much, at least, is a matter of record.

Item One:

When he was Undersecretary of State, William L. Clayton helped design and write the Marshall Plan in detail in 1947 and 1948.

Footnote: He was then, and is now, the world's biggest cotton broker.

To his firm came the biggest slices of a subsequent two billion dollar cotton exporting melon. Was that accidental?

Anderson, Clayton & Co. enjoyed whopping profits while the Marshall Plan was in effect—during which time Mr. Clayton's export house declared a 100% stock dividend.

Item two:

The Committee for the Marshall Plan to aid European Recovery, a propaganda organization, was headed by Winthrop Aldrich of the Chase National Bank. Director Arthur W. Page, of the same bank, also was on the committee.

It is reported that Chase financiers profited through \$819,000,000 in Marshall Plan letters of credit they fingered, fondled, and possibly fancied.

Another New York bank, the National City, took home \$640,000,000 worth of Marshall Plan business. Sosthenes Behn and Gerard Swope, directors of this bank, were on the campaign committee which fed this first postwar giveaway program into Congressional hoppers.

Additionally, New York's Guaranty Trust Co. placed two directors on the banking cabal which helped the ECA. The Guaranty Trust Co. allegedly handled ECA foreign credit totaling \$371,000,000.

Furthermore, the Bankers Trust Co. had two directors on the Marshall Plan campaign committee, and collected commissions on \$429,000,000 worth of that handout business, according to Wall Street sources.

None of these schemes have made Europe self-supporting, as was promised. However, many of those who pushed them most over here have profited hugely.

Senator Kefauver and other Congressional probers haven't examined all the manifestations and manipulations of the ECA yet. The latter has closed its books. No doubt impartial audit of those "books" is overdue, and would prove interesting.

Graft in the Reconstruction Finance Corp., the Department of Internal Revenue, and other Administration Bureaus has been exposed, partially.

With Pendergastism in the saddle, can we presume that some of the billions tossed out to Europe haven't tempted or rubbed off on Palace Favorites who were in on the ground floor of the Shady Deal?

Further Senate investigations may be in order.

Maybe we "ain't seen nothing yet," to borrow from the vernacular. (Everybody else has been borrowing. Why shouldn't we?)



When the Boss Is Away—

'Electronic Secretary' Takes Phone Messages for Racine Service Firm

RACINE, Wis.—Sales and service business isn't lost at J. S. Martin Co. here when the telephone rings and no one is around to answer it.

That's because a "wire recorder secretary" goes into action if the phone is unattended during store hours or if the appliance outlet is closed. The device, says J. S. Martin, "has definitely paid for itself many times over."

Like most active dealers and contractors, Martin is continuously on the run conducting a variety of operations. Until a few months ago, there were many instances in which the telephone had to go unattended in the sales office, and with personnel shortages a serious problem in the Racine area, it was not easy to find a competent secretary.

Searching around for some method by which his valuable productive time could be better expended "on the outside," Martin hit upon the ideal solution in the form of the wire recorder secretary.

This instrument, consisting of a Webster-Chicago wire recorder, set atop a cabinet which contains a record, a solenoid for operating a

telephone relay circuit, and other "gimmicks," has been handling the job ever since.

When a telephone call is received, and no one is in the office at the moment, the sound of the bell puts the "electronic brain" in the cabinet to work.

First, the telephone is lifted off the hook. Simultaneously, an ordinary phonograph turntable and needle gives an "answer." The record states: "Hello. This is the S. J. Martin Co. Mr. Martin is out at present. This telephone is being answered by an electronic secretary. So will you please leave the name, telephone, and message. It will be electronically recorded, and Mr. Martin will call you as soon as possible. Now, please begin your message."

Actual recording is handled by a one-hour spool of stainless steel wire, mounted on the wire recorder resting atop the actuating cabinet. The wire recorder, which can easily handle as many as 500 such messages, operates for from 30 seconds to one minute as required, and then shuts off, with around 30 ft. of wire permanently containing the message.

When other calls come in, the process is repeated, until the dealer returns to the store. He then rewinds the spool, places it on "listen" and one by one, the messages which have come in are played back.

Martin shuts the recorder off at the end of each message, telephones the customer, and transacts whatever business is required. This procedure is continued until all messages have been handled.

The telephone-recorder system is not limited to day-time operation, of course. Carrying a complete line of heating, water heating, refrigeration, and appliance equipment, the concern naturally receives many service calls after closing hours or on holidays. These, too, are recorded and followed up as soon as the store is opened.

During busy service seasons of the year, the service department may depend upon the recorder-secretary to take calls while repair men are out on others.

Frequently, as many as 25 calls come in through a 24-hour period, when the store is closed or when personnel was called away. There are dozens of instances on record in which valuable sales or contracts have resulted from exactly this type of message.

Hutchison Is Worthington's Middle East Regional Mgr.

HARRISON, N. J.—J. R. Hutchison has been appointed regional manager for the Middle East for Worthington Corp., according to S. R. Williams, vice president in charge of foreign business.

Hutchison will manage Worthington's activities in Cyprus, Egypt, Greece, Iran, Iraq, Israel, Lebanon, Syria, Trans-Jordan, and Turkey.

An 18-year Worthington veteran, Hutchison has served successfully as application, sales and then field engineer in Worthington's pump, priorities, compressor, and export departments. More recently he has served as a compressor specialist in the export department.

Hutchison will be headquartered at Emrak Cadessi 20/3, Istanbul, Turkey.

Parham Industries Named To Distribute 'Styrofoam'

MIDLAND, Mich.—Donald L. Gibb, manager of the plastics sales department, The Dow Chemical Co., announced that Parham Industries, Inc. of Detroit, has been named a Michigan area distributor for "Styrofoam."

Parham Industries is headed by Charles L. Parham, Jr., a veteran of 32 years in the insulation business. In 1945 he purchased his present business from Mitchell & Smith, Inc. of Detroit, where he served as director and vice president in charge of insulation sales.

Refrigeration Oil Additive Increases Film Strength

NEW YORK CITY—The first oil additive in the history of refrigeration is now being marketed by The Sealed Unit Parts Co., Inc. here Henry Ehrens, president of the firm, announced recently.

The product "Addit 88," has been thoroughly tested for the past year and a half in the Sealed Unit Parts Co. testing laboratories.

Results have shown high standards in B.T.U. efficiency and good performance in current consumption—even on brand new units, Ehrens said.

The highly penetrating film of "Addit 88" prevents the formation of carbon and sludge deposits on bearing surfaces and will increase the film strength of the oil as much as seven times its normal strength, he continued.

"Addit 88" will also remove any deposits of carbon and sludge if they have already formed on bearing surfaces, thereby eliminating the necessity of complete overhauls, he said.

Once added to a refrigeration system it remains there for the life of the unit and acts as a protective guardian against future breakdowns. Its present perfected status enables it to put a coat of film on all metal surfaces, thereby minimizing friction between moving parts.

It contains no chlorinated hydrocarbons, nitrobenzene, turpene, dichlorobenzene, naphthalene, xylene, etheldichloride, carbon tetrachloride, chlorine, sulphur, lead phosphorus, chloroform, coal tar products, or graphite.

"Addit 88" is effective over a wide

temperature range of -60° F. to 600° F. and actually serves as a lubricant coolant.

"Addit 88" contains rust solvent and corrosion inhibiting ingredients. "Addit 88" is completely neutral with all refrigerants and can be used for lubrication of refrigerant controls such as expansion valves, two-temperature valves, etc.

It has been used for the past eight months on all units of Sealed Unit Parts Co., Inc.

Nadolski Heads Trane Office In Birmingham

LA CROSSE, Wis.—Appointment of Daniel J. Nadolski as manager of the Birmingham, Ala., sales office has been announced by Thomas Hancock, vice president in charge of sales for the Trane Co., manufacturer of air conditioning, heating, and ventilating equipment.

Nadolski was formerly associated with the St. Louis office of the company.


He is an engineering graduate of Purdue university.

Hester-Bradley Takes On Patterson-Kelley Line

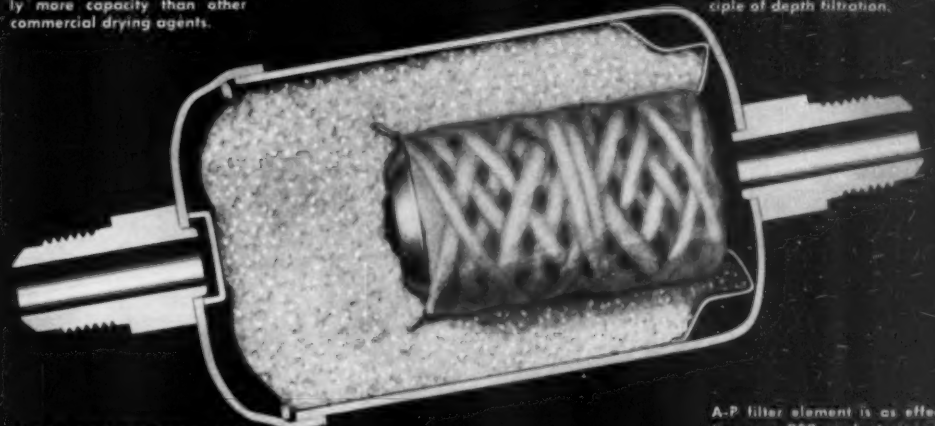
EAST STROUDSBURG, Pa.—Hester-Bradley Co. of St. Louis has been appointed exclusive representative in eastern Missouri and southern Illinois for the hot water storage heater and heat exchanger division of Patterson-Kelley Co. here. Eugene P. Bradley is president of Hester-Bradley.

The company represents a number of heating equipment firms.

SEE FOR YOURSELF

why  filters, driers remove impurities as small as 5 microns

Silica gel used in TRAP-DRI takes up 12 to 16 per cent of its weight in water — definitely more capacity than other commercial drying agents.



The silica gel acts instantly and is not affected by the oil circulated in the system. It does not give off dust or powder.

The honeycomb cotton filter tube is particularly effective because it operates on the principle of depth filtration.

A-P filter element is as effective as a 900 mesh strainer in the removal of foreign material, yet there is no appreciable pressure drop.

YES, both the A-P TRAP-IT and the TRAP-DRI actually remove particles of dirt, scale, sludge and other foreign matter as small as 5 microns (approximately .00019 in.) — and do it faster and more completely than any other filter or drier.

The unique honeycomb "depth filtration" filter element, built in both the TRAP-IT and the TRAP-DRI, provides this 100% protection for refrigeration and air conditioning systems. Equal to 900 mesh screen, this efficient element permits a wide range of fluids and flow rates to be handled with no measurable pressure drop. The element will not swell, nor will it shrink or break. Never gets hard or brittle. Does not channel or get soft. Does not release impurities into discharge flow to impair the system.

On the TRAP-DRI, a large charge of silica gel is also used to remove all trace of moisture. This drying agent absorbs 12 to 16% of its weight in moisture — more than any other type.

Protect your service and profits. Write today for Bulletin R-19 and get the full story.

- TRAP-IT is available in six sizes. Capacities 1 to 4 tons.
- TRAP-DRI is available in five sizes; capacities up to 1 ton.

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TUBES

SOME EXTENDED SURFACE HELICAL FIN TUBING comes in many sizes. Fins are solder bonded for permanent integral contact. For refrigeration condensers, blast air cooling or heating coils, inter-coolers and after-coolers, dry cleaning recovery coils. Write for details.



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PARAGON DEFROSTING TIME SWITCHES

300-M SERIES

From \$16⁰⁰ List

FOR COMMERCIAL DEFROSTING — Electric Heat • Hot Gas • Compressor Shut-Down

THE FINEST TIME SWITCH YOU CAN USE

FOR UNIT COOLERS • WALK-IN BOXES FROZEN-FOOD DISPLAY CABINETS LOCKER PLANTS • REACH-IN CABINETS • FUR-STORAGE VAULTS

Paragon 300-M series offers you the finest in accurate, durable, precision-built time switches for all types of commercial defrosting applications where defrost period is two hours or less. Easy-to-set pin-type dial for up to 8 periods per day. Heavy hinged case; unbreakable door glass. Also made in heavy-duty outdoor type. Series 330.



Makers of the famous "de-frost-it" for domestic refrigerators

See your jobber or write to:

Paragon ELECTRIC COMPANY
1487 TWELFTH STREET • TWO RIVERS, WISCONSIN

AMERICA'S LARGEST EXCLUSIVE MANUFACTURER OF TIME CONTROLS FOR ALL USES

Florida Power Establishes Dept. To Deal With All Phases of Air Conditioning

ST. PETERSBURG, Fla.—An air conditioning department to serve the entire Florida Power Corp. system, has been organized with Guy C. Hall as supervisor. J. Shirley Gracy, commercial vice president, announced recently. This department will deal with all phases of the conditioning of air, such as cooling, heating, dehumidifying, and circulating.

The new air conditioning department is made up of a staff of highly trained and widely experienced engineers. Their services are available to customers without cost or obligation for technical assistance in planning and installing air conditioning and heating equipment.

They have as their principal objective the solution of the customers' needs and work closely with dealers in planning installations that will give the most satisfactory results.

Working with Hall in the new department will be Charles M. Wentz and Ralph Schroeder, air conditioning sales engineers, Lowell B. McCartney, senior air conditioning sales representative, and Ted Betts, Paul Shaw, and Bob Taylor, maintenance mechanics.

Previously all problems dealing with cooling, heating, ventilating, refrigeration, etc. were handled by various departments depending on the type of customer served. The service and maintenance work was a function of the building maintenance department.

Since the principles of conditioning air are the same regardless of the

type of customer, this new department was set up to streamline and coordinate more closely the greatly expanding air conditioning activity of the company.

A quick check shows how the commercial air conditioning load has grown through the system during the past few years. In 1946, 342 kilowatts were added; 1947, 359; 1948, 1,886; 1949, 1,183; 1950, 2,340; 1951, 2,546; and during the first four months of 1952, 804 kw. were added. In addition to this load many hundreds of room air conditioners were installed during the same period.

McQuay Appoints Thiele To Pittsburgh Territory

MINNEAPOLIS—H. Blake Thomas, vice president in charge of sales of McQuay Inc., has announced the appointment of Homer H. Thiele of Johnstown, Pa., as the new sales representative for McQuay in the Pittsburgh territory on air conditioning and heating products.



D. H. Thiele

Thiele had been a manufacturers' representative in the heating and ventilating field in the area for the past 12 years.

General Controls Opens Hartford, Conn. Office

GLENDALE, Calif.—J. F. Ray, vice president in charge of sales for General Controls Co., has announced the opening of the company's newest office, located in Hartford, Conn., to better serve the New England states trading area.

Ray also announced that Russell Strongman has been appointed manager of the General Controls branch office in New York City. Strongman was formerly manager of General Controls' subsidiary, Automatic Controls Co. in Massachusetts. His headquarters will be at 101 Park Ave., which office serves the New York trading area. He will also supervise the Newark, N. J. warehouse and branch office operation.

Joe Crandley, formerly manager of the firm's Baltimore office, has been named district manager of the new Hartford branch. Crandley's new position also entails administrative direction of Automatic Controls Co. His headquarters will be at 410 Asylum St., Hartford.

Frank Murray, sales engineer at Automatic Controls, is now in charge of the Boston office.

The new office brings the total of General Controls' branch offices to 32 throughout the United States, according to the company.

W. B. Arbuckle of Virginia Smelting Gets 'Sammy' Award

NORFOLK, Va.—At a recent meeting of the Sales Executive Club of Norfolk, the Virginia Smelting Co. nominated W. B. Arbuckle, southwestern sales representative, for the 1951 "Sammy" award for excellence in salesmanship.

The idea of recognizing outstanding achievement in salesmanship was originated this year by the Sales Executives Club, a national organization. The star salesman's "Sammy" bears a connotation similar to the movie star's "Oscar." Each year hereafter a special ceremony will be devoted to "Sammy" awards to salesmen named by the companies they represent.

Arbuckle has been a member of the "Virginia" sales staff for 20 years. His home is located in Houston, Texas.

Ocala City Hall Will Get Air Conditioning

OCALA, Fla.—City council here has approved a proposed installation of air conditioning equipment in the east wing of city hall, at a cost of about \$2,700.

Before awarding a contract for the installation, however, a check will be made to determine whether the equipment handled by the firm submitting a low bid, meets government standards.

Councilman R. C. "Jack" Tucker thought information should be obtained from the U. S. Bureau of Standards on the equipment on which the low bid was submitted.

G-E Home Heating-Cooling Dept. Names 2 Retail Distributors

BLOOMFIELD, N. J.—Wyoming Oil Co., Wyoming, Pa., and Hall Brothers Oil Co., Concord, N. H., have been appointed retail distributors for G-E home heating and cooling equipment, it was announced recently by General Electric's home heating and cooling department.

Wyoming Oil Co. will handle the G-E line of oil-fired boilers and furnaces. Hall Brothers' distributorship includes both G-E oil and gas-fired units as well as residential packaged air conditioners.

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SUB-CONTRACTING
SUCTION CAP TUBE
ASSEMBLIES
ANY SHAPE OR SIZE
TO YOUR SPECIFICATIONS

SEALED UNIT PARTS CO., INC.
261 East 161st St.
New York 51, New York



Loneragan Shows Shallow Window Cooler

SHALLOW DEPTH (it extends only 5 in. into the room) is outstanding feature of new Loneragan window unit, demonstrates John Loneragan, but the product won't go into mass production for general distribution until this fall. Meantime the company is studying merchandising, installation, and service problems through selected outlets in some areas. Patented "turbo blower" fan with increased air delivery is key to depth of unit, which will be available in 1/2 and 3/4 hp. models. Each will be exactly the same size, so if the 1/2-hp. model proves too small for a particular room, a 3/4-hp. chassis can be quickly substituted.

Mitchell Mailings Aim To Build Store Traffic

CHICAGO—A direct mail campaign designed to bring room air conditioner prospects into the dealer's store and to build store traffic during normally "slow" periods has been launched by the Mitchell Mfg. Co.

Operating with Mitchell dealers on a nationwide basis, the campaign consists of a series of four separate pieces mailed at specific dates requested by the dealer to the dealer's list of prospects.

First and second mailings consist of jumbo post cards which introduce the dealer to the prospect and describe the advantages of Mitchell room air conditioners.

The third broadside is a 12-page booklet titled "A Heart Attack Is a Heart Attack." The booklet describes the effects of heat on the prospect's health, showing how excess heat makes the heart pump seven to 10 times harder than usual to get rid of excess body temperature.

The final piece offers a free Cannon towel to anyone visiting the store as a result of the mailing and invites the prospect to have a free cooling survey made in his home.

Howard Maas, Mitchell advertising director, pointed out three specific

advantages to the direct mail campaign. First, the program more than pays for itself in sales of additional air conditioners. Second, store traffic is built up in other unrelated items in their "slow" season. Third, it is the most inexpensive prestige advertising the dealer can buy, giving him the advantages of a large advertising agency at less than half the usual cost to him alone.

Sea Breeze Gets Assist From 40 Window Coolers

MIAMI BEACH, Fla.—Guests at the Sea Breeze Motel, 160th and Collins, here will be able to temper their Florida breezes with 40 1/4-hp. window-type room air conditioners recently installed by the motel management.

The units, products of the Mitchell Mfg. Co., Chicago, fit precisely into the glass jalousied windows which are becoming popular in new Florida construction. The action of the glass strips making up each window is completely unhampered by the air conditioner installation, the management reported.

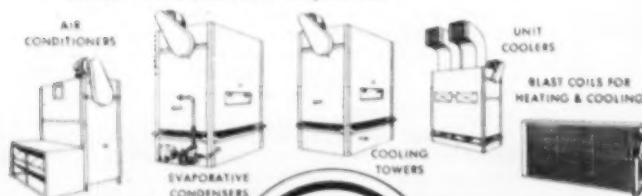
Installation was done by the Consumers Air Conditioner Corp., Miami Beach, Mitchell distributor for the resort city.

GOVERNPAIR
ORIGINATORS OF COMPLETELY PACKAGED AIR CONDITIONERS

Packaging makes many products more efficient, more convenient and more acceptable these days. And large size packaged air conditioners (up to 60 tons) are no exception!

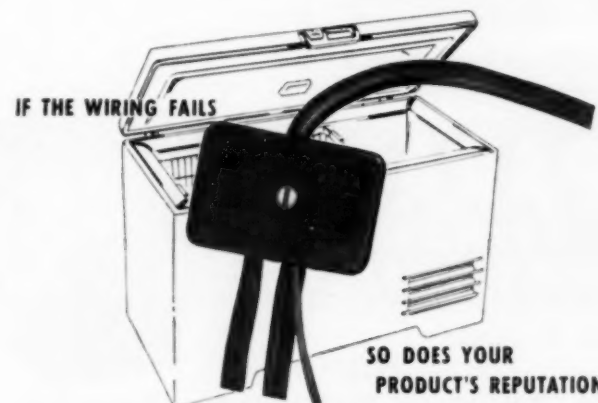
That's why so many Governair Completely Packaged Air Conditioners are in use today. They are engineered and built by the pioneers of large size packaged air conditioning — Governair!

If you want a package deal that will do a better job of air conditioning for you choose Governair! Sized from 3 to 60 tons. GOVERNPAIR CORPORATION, 513 N. Blackwelder, Oklahoma City, Okla.



GOVERNPAIR

ORIGINATORS OF COMPLETELY PACKAGED AIR CONDITIONERS!



FOR DEPENDABLE PRODUCT WIRING USE

UNILECTRIC Wiring Systems

Year after year — for over ten years — UNILECTRIC has produced millions of wiring systems, for more than 150 leading manufacturers of electric and electronic products. From freezers to complex armed forces equipment, these wiring systems have consistently met the most exacting requirements and provided substantial savings to each customer.

To assure utmost dependability plus cost saving engineering assistance, low cost production and "on-schedule delivery" investigate UNILECTRIC today.

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Manufactured by
UNITED MANUFACTURING & SERVICE COMPANY
411 SOUTH 6th STREET • MILWAUKEE 4, WISCONSIN

Service & Supplies



COMPRESSOR GASKETS are neatly displayed in special rack which provides over 300 sq. ft. space in 16 sq. ft. of floor area at Knoxville Refrigeration Supply operated by W. P. "Bill" Hall (left) and his son, C. E. Hall.

Where To Store Gaskets?

Wholesaler Saves Space with Vertical Plywood Racks Mounted on Casters

KNOXVILLE, Tenn. — An answer to one of the problems that's always been a bothersome one for wholesalers has been found by W. P. "Bill" Hall who with his son C. E. Hall operates Knoxville Refrigeration Supply Co. here.

In 16 sq. ft. of floor space this wholesaler has devised a rack which stores and provides more than 300 sq. ft. of display for gaskets.

What Hall did was to take seven sheets of 4 by 6-ft. plywood $\frac{1}{2}$ in. thick and so mount them in a verti-

cal position that gaskets can be displayed on each side. As shown in the accompanying photo, the plywood sheets were suitably framed and have casters at each end. This permits them to be easily pulled out from the rack for inspection and selection of gaskets. A chain is used to keep the display racks from being pulled out too far.

"Not only does this arrangement save space, but it also keeps the gaskets clean. Now," says Bill Hall, "if we can just figure out what to do about belts..."

Hall, incidentally, got into the wholesaling end of the business a little over two years ago after many years as a contractor in Knoxville. A good mechanic and machinist to boot, he spends spare time "puttering," as he puts it, in the small shop he maintains at the rear of the store.

For example, he'll spend an occasional evening turning out flexible connectors of special length and diameter for the trade. He also built his own little electric lift truck for a total cost of \$7.

Extremely useful in loading and unloading heavy equipment like large condensing units, coils, refrigerant drums, etc., the lift truck can handle up to 900 lbs. It's constructed of angle and channel iron and is powered by a reversing electric motor connected by a v-belt to a worm-drive gear salvaged from a stoker.

One other thing that Hall has done which simplifies work around the store, he says, is to mount the display island racks on casters. There are more than a dozen of these, and with casters they can be readily moved.

This makes relocating the displays a very simple matter, likewise, washing the floor.

Honeywell Adopts New Monogram, Signature

MINNEAPOLIS—A complete modernization of product identification and advertising symbols has been completed by Minneapolis-Honeywell, highlighted by the adoption of new trademarks, the company announced recently.

Two basic trademarks, a monogram, and a signature, were adopted after two years' work by the company's creative people and the noted industrial designer Henry Dreyfuss.

The standards agreed upon are now effective throughout the international organization. A 16-page illustrated trademark book carefully details the proper use and limitations of the new trademarks.

All name identification on products, packages, displays, signs, literature, and advertising will conform to practices outlined in the manual.

The monogram is boxed by the characteristic Honeywell rectangle whose "northeast" and "southwest" corners are rounded, and consists of a big serif "H" with "Honeywell" centered beneath in condensed, sans-serif capital letters.

The full-name trademark spells out "Honeywell" in heavy, serif lettering while "Minneapolis" nests on top, in smaller and lighter caps, between top parts of the "H" and the "ll." A hand-written legend, "First in Controls," accompanies this trademark.

According to H. D. Bissell, director of merchandising, the modernization program was prompted by a number of factors. For one thing, there was a need for consolidating the variety of marks and practices



FOR GREATER visibility, Minneapolis-Honeywell redesigned its product packaging, following adoption of two new basic trademarks—a monogram and signature. Here Ruth Trowbridge, a Honeywell employee, holds new package which features a wrap-around pattern of the monogram.

that had come into being during the company's 67-year history, he said. Furthermore, there was a need for consistency and improved packaging and product identification.

"The new trademarks," Bissell pointed out, "have been designed primarily to provide colorful and logical product and package appearance."

Immediately after adoption of the new trademarks, the company embarked on a broad, long-range program to use them everywhere possible—on packages, wrapping tape, displays, advertisements, business cards, checks, purchase orders, letterheads, company trucks, and nameplates on products. They're even working on a company flag.

ANNOUNCING! A REVOLUTIONARY NEW LIQUID INDICATOR



sliding sleeve keeps new
Mueller Brass Co.
QUIK-SIGHT liquid indicator
clear and clean at all times



Have these STREAMLINE products on hand for every job where you want dependable performance.



DRIERS AND FILTERS



VALVES



FLARE FITTINGS



STREAMLINE refrigeration products are individual and multiple packaged for complete protection. Write for catalog R-151 describing complete line of STREAMLINE refrigeration products.

Just slide back the copper protective sleeve on the new Quik-Sight indicator and your refrigerant supply is instantly and clearly visible. Return the sleeve to closed position and the window is securely guarded against breakage. Two "O" rings in the assembly form a positive seal against dust, dirt and oil film when the sleeve is closed.

The revolutionary glass-to-metal soldering of Quik-Sight Indicators provides a thoroughly tight seal for any refrigerant, and eliminates need for gaskets and threaded joints that often work loose with vibration. Indicator design allows for thermal expansion through the whole assembly without strain.

Quik-Sight Liquid Indicators are easy to install. Wide wrench flats make it easy to get connections tight. The swivel connection on the flare end simplifies attachment to valves, driers or line because it eliminates all twisting strain on the indicator assembly during installation.

Quik-Sight Indicators are available in $\frac{1}{4}$ " M. Fl. x $\frac{1}{4}$ " Fem. Fl. and $\frac{3}{8}$ " M. Fl. x $\frac{3}{8}$ " Fem. Fl. There are MUELLER BRASS CO. Liquid Indicators to fit most installations. For complete information consult your refrigeration wholesaler or write to—



"Keep cool with ESTON!"

METHYL CHLORIDE
SULFUR DIOXIDE

Distributors of "Eston" Chemicals: "Freon" refrigerants.

"FREON 11"—"FREON 12"

"FREON 21"—"FREON 22"

"FREON 113"—"FREON 114"

In Standard Containers

Charg-A-Con
Refrigerant Containers with
"FREON 12"—"FREON 114"
SULFUR DIOXIDE

ESTON CHEMICALS, INC.

3140 E. 29th St., Los Angeles 72

SALES OFFICES

IN ALL PRINCIPAL TRADING AREAS



ESTON REFRIGERANTS ARE FOR SALE BY LEADING REFRIGERATION WHOLESALEERS EVERYWHERE

STREAMLINE
PRODUCTS

MUELLER BRASS CO. PORT HURON 10, MICHIGAN

Expansion In a Packing Plant

Study of Conditions Resulted in Increasing House Load
Suction Pressures, Holding New Equipment to a Minimum

ST. LOUIS—How the demand for refrigeration capacity has increased through the years can be shown by tracing the expansion and modernization program at the Krey Packing Co. here.

With the recent addition of two York 6½-in. bore by 5-in. stroke 8-cylinder VW type ammonia booster compressors, inter-coolers and auxiliaries, the Krey Co. has completed another step in its program. The new booster compressors also provide additional capacity to meet the increasing requirements of this expanding major midwestern packer, points out E. F. Weber, industrial sales engineer for York.

Until approximately 12 years ago the refrigeration requirements for this plant were handled by one 300-ton and two 75-ton Corliss-driven horizontal ammonia compressors which had been in use for a substantial length of time. However, these compressors became inadequate to properly serve the company's increasing needs.

In the meantime a general power plant modernization program had been under study by the engineering department of the company. Along with substantial plans to generate power and obtain a more favorable heat balance it was decided in 1939 to install two York 11½-in. bore by 10-in. stroke 4-cylinder vertical com-

pressors, direct driven by 350-hp. synchronous motors as the first step towards obtaining modern ammonia compressor equipment and increased capacity.

One of the old 75-ton horizontal compressors was removed providing adequate space for installation of the two York 4-cylinder vertical compressors. Along with the installation of these new compressors, a large ammonia suction trap and ammonia liquid pumps were installed to obtain controlled suction gas conditions for the new compressors.

Compressor Capacity Added

About 1944 Krey was ready to take another step in its program, and purchased a third York 11½-in. bore by 10-in. stroke 4-cylinder compressor direct driven by 350-hp. motor. Shortly after this third unit was placed in operation the second old 75-ton horizontal compressor was removed. With the addition of this third compressor adequate refrigeration with a reasonable standby capacity was obtained.

The operation of the 350-hp. synchronous motors maintained an average plant power factor of better than 0.9. The old 300-ton horizontal steam-driven compressor was retained since it played an important part in maintaining a proper heat balance.

As the low and high temperature

refrigeration loads increased, it became necessary to compromise and operate at very unfavorable brake horsepower per ton conditions. Low suction pressure capacity was inadequate for the freezer requirements. Due to the requirements of the Votators, the high suction pressure had to be maintained lower than necessary for the satisfactory operation of the majority of the evaporators and air conditioning units in the chill rooms, coolers, and other refrigerated spaces.

This was due to the new type York industrial units of both wetted and dry surface type, having adequate capacity to produce required temperatures at a high suction pressure, which were installed during the past few years, explained Weber.

Study Showed How It Could Be Accomplished

Inasmuch as the low temperature freezing load and the Votator loads have increased substantially, and because of the planning of the past several years in providing adequately sized air conditioning units, it became desirable to investigate the use of booster compressors to provide additional capacity at a low suction pressure for the freezing and Votator loads and to raise the suction pressure on the present 4-cylinder

compressors that handled the house load.

A study of this plan showed that by increasing the operating suction pressure on the 4-cylinder compressors, plant capacity could be increased approximately 300 tons at a very nominal increase of 145 brake horsepower. Thus in addition to obtaining substantially more capacity from existing equipment at improved operating conditions it was possible to reduce the over-all brake horsepower per ton of the refrigeration plant. The investigation indicated that this substantial investment in new ammonia booster equipment and auxiliaries will pay for itself in approximately five years and will also serve the purpose of providing the additional refrigeration required.

The equipment included in this installation consisted of one 6½-in. bore by 5-in. stroke 8-cylinder VW type booster compressor direct connected to a 600 r.p.m., 50-hp. squirrel cage motor, a complete set of automatic step capacity controls to maintain a pre-determined low suction pressure under varying load conditions, and a specially designed 60-in. diameter by 10-ft. high main suction line trap and liquid ammonia cooler.

Suction Trap Revamped

The original ammonia suction trap furnished for the 4-cylinder compressors was revamped and relocated to use in connection with the two booster compressors to condition the suction gas returning from the freezer evaporators. The new 60-in. diameter main suction line trap not only conditions all gas returning from the house evaporators but cools the discharge gas from the booster compressors.

It also is equipped with pipe coils to cool the high pressure ammonia liquid for the freezer evaporators to within approximately 20° of this intermediate temperature. Excess liquid ammonia that accumulates in the suction traps is transferred to the high pressure ammonia receiver by three York two-stage high head

liquid ammonia pumps automatically operated.

Bigger Load, Costs Stay Same

This booster compressor installation has been in operation approximately a year and results have been most gratifying. In addition to being able to produce improved temperature conditions for the substantially increased loads, an analysis of operating costs indicates that savings effected are actually somewhat better than anticipated, Weber said.

Since the installation of these booster compressors, and within the past few months, Krey has again taken another step forward to further modernize its plant and increase capacity. As was stated earlier an old Corliss-driven 300-ton horizontal ammonia compressor had been retained to help maintain a proper heat balance. This old steam driven compressor is being replaced by two 6½-in. bore by 5-in. stroke 8-cylinder VW type ammonia compressors. York is furnishing these units complete with gear reducers and 227 brake horsepower steam turbine prime movers. As soon as these units are in operation the old horizontal compressor will be removed from this plant.

The Krey engineering department is under the direction of F. W. Marlow, mechanical superintendent, assisted by L. E. Joslin, assistant mechanical superintendent, and C. N. Renner, chief engineer.

Hardy Corp. Becomes Worthington Distributor

BIRMINGHAM, Ala.—Frank L. Hardy, president of Hardy Corp. here, has announced the signing of an air conditioning and refrigeration distributorship with Worthington Corp.

Hardy has been active in the air conditioning and refrigeration field for the past 13 years, during which time he has sold and installed hundreds of systems in north Alabama.

VERSATILE Acme EVAPORATIVE CONDENSERS

fit wide range of applications



The First Church of Christ Scientist in Birmingham, Alabama.

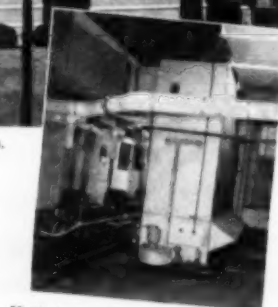
Two recent installations of Acme Evaporative Condensers show the wide range of applications for which they are ideally suited. The ability to conserve water makes the operation very economical, while the functional design assures complete hot weather comfort.

One installation was made in the First Church of Christ Scientist in Birmingham, Alabama, by the Hardy Corporation. The main auditorium seated 650 persons and a Sunday School room accommodated 148 more. Despite the variable load and Birmingham's hot climate the FP-60 Acme Evaporative Condenser has been highly efficient and completely satisfactory.

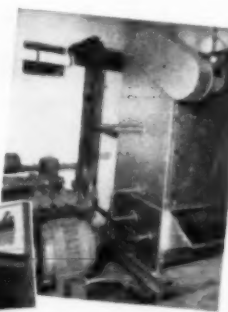
A completely different installation was made by the Krauss Heating and Ventilating Company, at the Gulf Winds Restaurant in St. Petersburg, Florida. An FP-30 evaporative condenser serving as an important component of the air conditioning system, was installed.

The air conditioning added much to the comfort of the patrons of this beautiful restaurant. Despite the unusual hardness of the water, the equipment is satisfactory in every respect, saving over 95% of the water used.

Write for more complete details on the advantages of Acme Evaporative Condensers



FP-60 Evaporative Condenser installation at the First Church of Christ Scientist.



FP-30 Evaporative Condenser installed at the Gulf Winds Restaurant.

The Gulf Winds, popular St. Petersburg, Florida restaurant.



ACME INDUSTRIES, INC. JACKSON, MICHIGAN, U. S. A.

Air Conditioning and Refrigeration Division

CONTINUOUSLY SERVING THE AIR CONDITIONING AND REFRIGERATION INDUSTRIES SINCE 1919



Here is the handsome new model of the widely used Marsh "Serviceman" — the handiest and best testing thermometer on the market.

The illustration shows the complete change of appearance, but photography can't do justice to iridescent gun-metal gray case . . . the sharp white markings on the black dial . . . the gleaming aluminum hair-line pointer . . . the moulded crystal of clear, unbreakable-but-rigid Polystyrene. And notice the new temperature range—

It now tests to forty below!

The new "Serviceman" not only looks better; it performs better. The thermometer unit has also been improved: bourdon tube is specially brazed for long, leak-tight service; internal stop on tube fully protects instrument from excess temperature. A great convenience is found in

placing the recalibrator screw in the back of the case (see cut) so instrument can be kept accurate without removing crystal.

Modern tooling and production brings you this better instrument. Ask for facts.

BUY FROM YOUR WHOLESALE

MARSH INSTRUMENT COMPANY, Dept. B, Skokie, Illinois
Sales affiliate of Jos. P. Marsh Corporation

MARSH Refrigeration Instruments

GAUGES • WATER REGULATING VALVES • SOLENOID VALVES • HEATING SPECIALTIES

BASIC REFRIGERATION CONTROLS

By Service Information Division,
White-Rodgers Electric Co.

Fig. 27 is the timer dial used on the control that was shown in Fig. 26.

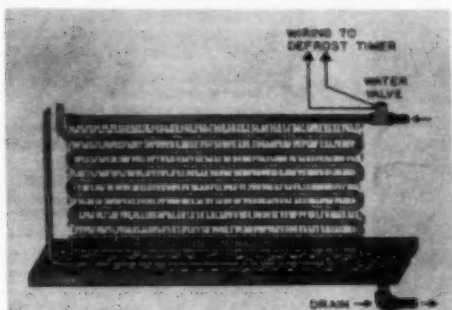
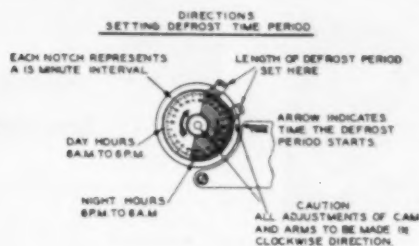


Fig. 28 shows diagrammatically how a water defrost system removes the frost from a coil.

16—Defrost Timer May Have Several Functions

Actually what you have in a defrost timer is what we have referred to previously as an "automatic hand" which accomplishes the same results as would be obtained through the use of a thermostatic control and a manual switch.

The value of this timer lies in the fact that it permits you to set the clock mechanism so that you can control the defrost at any given time in a 24-hour period.

Fig. 27 shows the timer dial used on the control shown in Fig. 26 (see previous installment).

Note that the timer dial is split into two sections, one is black and the other is light colored. The black indicates the time period between 6 p.m. and 6 a.m. The light section on the dial indicates the time period between 6 a.m. and 6 p.m.

The adjustment levers that you see on the dial can be set to give you timing periods spaced on 15-minute intervals. Each notch on the dial represents a 15-minute period. The indicating arrow on the side of the dial points to the period in which the defrost action will occur.

In rotating this dial, it is essential that you always rotate it in a clockwise direction. Reversing the operation—turning it in a counter-clockwise direction—may have a tendency to damage the mechanism.

Again we want to reiterate the fact that you may see this type of timer, or a timer that appears the same as this, but that may be set up with additional switching mechanisms controlled by the clock to carry on various functions.

Fig. 28 shows diagrammatically the coil being defrosted by a cascade of water passing over it. In this type of system the defrost timer would first act to shut down the refrigeration unit for a given period of time, as controlled by the clock mechanism.

When the shut-down period occurs, an automatic water valve, or solenoid valve, would be opened and the water would be permitted to pass directly over the cooling surface. The cascading of the water over the coils would remove the frost accumulated thereon.

TIMER CUTS OFF FAN

When the coil is installed in a unit or case, and where a fan is employed to circulate the refrigerated air, it would be necessary to have a switch in the timer so that the fan motor would be shut down prior to turning on the water for defrost. This is essential to prevent the defrost water from being blown away from the coil and out through the unit cooler.

After the defrost period has been completed, the water will be automatically shut off, and the thermostatic control mounted in the timer assembly would take over command of the unit. Of course, the circuit through the fan would be completed so that we could get full benefit of air circulation.

One of the problems that we face in an installation of this type would be the freezing up of the water supply lines leading to the evaporator.

Also, of course, we would face the necessity of having to install the water valve at a point where it would not freeze.

It may be well at this time to consider still another method of defrost—the use of electric elements to supply heat for defrost.

The defrost timer can be used where the switching mechanism controlled by the clock is capable of carrying the electrical loads of strip heaters used to defrost the coil.

This type of defrost unit is normally equipped with a switch to open the circuit to the refrigeration unit during the defrost period. The switch closes the refrigeration unit circuit at the end of the defrost period.

The temperature or low pressure control that normally commands the operation of the refrigeration unit loses command during the defrost period. This action is also handled by the switching mechanism in the defrost timer.

HEATER ELEMENTS TURNED ON

During the defrost period, the switch in the timer permits power to be supplied to the strip heaters or other electrical elements that may be employed to defrost the coil.

Strip heaters (or heater wire) are placed in proper relationship to the evaporator so that the heat produced causes the frost to be melted with minimum effect on the temperature of the refrigerated space.

Various types of application of heat to the evaporator are used. The most common is by conduction or direct contact, by convection, or circulated air, or by radiation.

Where heat is being supplied di-

rectly to the evaporator coil, we have seen installations where heater wire was used and attached in close proximity to the coil. Heater wire that we refer to is the type that is used by horticulturists in heating hot beds in greenhouses, and is not affected by moisture.

Care must be taken, of course, to assure that the electrical load will not exceed the electrical capacity of the contacts to which the heater wire is connected. Also, the heat generated by the heaters must not be so great as to create excessive evaporator coil temperatures.

(To Be Continued)

Worthington Names Foley, Fine Branch Managers

HARRISON, N. J.—Worthington Corp. has appointed Paul J. Foley manager of its Kansas City office and William M. Fine manager of its Milwaukee branch office, according to T. J. Kehane, assistant vice president and general sales manager.

Foley joined the Worthington organization in 1937 after completing the Worthington Student Training Course. He then became a sales engineer in the company's Chicago office and later was made manager of its Milwaukee branch office.

Foley succeeds W. R. Kennedy, who has been named a consultant. Fine was graduated from Lehigh university in 1939 with a B.S. degree in industrial engineering. He then took the Worthington Student Training Course and became an estimating engineer in the company's Chicago office. In 1943 he joined the sales force in that office.

SLANTS on Service

Suggestions for Replacing Door Gaskets or Seals

Sometimes it is necessary to take a door apart to install new door seals. If this has to be done, it is best to remove the whole door from the refrigerator and lay it on a table. If this is done, place some newspapers or a blanket on the table first so that you will not get any scratches on the table nor the door.

Next remove all the screws that hold the porcelain and some wood screws that are countersunk in the wood frame you will find under the porcelain.

Next remove the insulation and some blobs of tar that hold some wooden pegs. These pegs also have to come out. About the easiest way to get these pegs out is to hammer a screwdriver into them $\frac{1}{8}$ in. and pry them out. Drive the screwdriver into the peg across the grain and right next to the wood frame so that you will have a leverage. Repeat this operation as often as necessary.

Next remove the screws from the hinges and the latch and the front panel will come off.

The best way to get a replacement door seal is to cut a piece about an inch long from the bottom of the door. Take this piece to your supplier and you will be sure of getting the right replacement as he can match it up with your sample.

"I've found G-E Units are easy to install and give trouble-free operation"

Charles R. Harris

Partner, Harris Bros. Refrigeration Co.
2342 Myrtle Street, Kansas City, Missouri



FRED HARVEY is a name famous throughout the country for serving fine food to travelers. To maintain their high culinary reputation, their restaurants must be ready at almost any hour with a full menu of appetizing meals. Shown above are the modern kitchen and coffee shop operated by Fred Harvey in Kansas City's Union Terminal. These, as well as the dining room, snack shop, and drugstore, are served by thirteen General Electric Condensing Units recently installed by Mr. Harris.



CONDENSING UNITS

FREE DATA ON G-E SEALED AND OPEN UNITS

General Electric Company, Section AC-8
Air Conditioning Division, Bloomfield, N. J.

Tell me the location of the G-E Parts Depot nearest me ☐
Please send me literature on G-E Open Units ☐
G-E Hermetics ☐ G-E Renewal Parts ☐

NAME
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CITY ZONE STATE

CHOICE OF THE INDUSTRY
Since 1927

Quality
Refrigerator Door Gaskets
and Accessories

JARROW PRODUCTS
870 N. LAKE ST. CHICAGO 10, ILLINOIS

TROUBLE-FREE
Across-the-Line Starters

The Bulletin 709 solenoid starter is a favorite for air conditioning and refrigeration because it is good for millions of operations and does its job day in and day out without attention. The double break, silver alloy contacts never require maintenance. There is only one moving part—no trouble-making pins, pivots, hinges, or flexible conductors. Write for information.

ALLEN-BRADLEY COMPANY
1313 S. First St.,
Milwaukee 4, Wisconsin

BULLETIN 709
Size 2, Bulletin 709 across-the-line solenoid starter with cover removed.

ALLEN-BRADLEY
QUALITY
SOLENOID MOTOR CONTROL

You can put your confidence in—
GENERAL ELECTRIC

May Refrigerator Sales Jump 91% In Nashville

NASHVILLE, Tenn. — May sales of refrigerators by dealers in the Nashville area jumped 91% over the same month in 1951, the Nashville Electric Service reported recently.

Sales of home freezers were up 58%, electric ranges 58%, and electric water heaters 5%. Unit sales were as follows:

Appliance	May, 1952	May, 1951
Refrigerators	1,272	663
Freezers	653	411
Home Freezers	111	70
Water Heaters	446	411

The utility also reported that its best room air conditioner promotion under the theme "Be Cool This Summer" is really clicking, due to dealer and distributor advertising along

with the utility and a big assist from a spell of hot weather. They are said to be selling here faster than the manufacturers can ship them.

Dept. Store Sales Up 6% For Week Ended June 21

WASHINGTON, D. C.—The Federal Reserve Board reported that department store sales in the week ended June 21 advanced 6% over the corresponding 1951 week.

The Atlanta district, with a 24% increase, led other districts. Next came St. Louis and Dallas with 19% each. All districts showed increases except New York, off 10%, and Minneapolis, down 3%.

For the four weeks ended June 21, sales gained 5% compared with the year-ago period. However, volume declined 3% for the year to date.

Retailer's 'Sucker' Ad Hits Phony Trade-Ins

TORONTO, Ont., Can.—In an effort to explode exaggerated claims of appliance dealers who have been accepting in trade everything from a broom to a straw hat, Home Appliance & Radio Co., Ltd., here used an advertisement stating:

"A fortune was built on the slogan: A Sucker Born Every Minute." Ad copy continued: "We don't want your old cups and saucers. But we do want to give you genuine value and dependable service. Our trade-in values are just as liberal and attractive, but that's only one of the advantages we offer customers. "Every sale is backed up with over 33 years of dependable service that guarantees complete satisfaction—or your money refunded. Get the most for your money."

Bogard Will Manage Utility Sales for G-E

LOUISVILLE, Ky. — Appointment of George T. Bogard as manager of the newly created utility sales department has been announced by L. H. Miller, manager of marketing for General Electric Co.'s major appliance division.

Bogard's primary duty in this new post will be to assist the company's distributors in the development of major appliance business through merchandising and non-merchandising utilities, said Miller. The formation of the new



G. T. Bogard

department, he explained, is to implement the company's program of active cooperation with utilities in the merchandising of major appliances.

Bogard has been with General Electric for the past 18 years, except for four years during the war when he served as commanding officer in charge of the Electronics Modifications Center in San Diego, Calif.

Johnson Named Military Specialist for Remington

AUBURN, N. Y.—Remington Air Conditioning Div., Remington Corp., has appointed Russell A. Johnson to the position of military specialist, it was announced recently by Herbert L. Laube, president. Johnson will direct his efforts to expanding the military and industrial end of the Remington business.

Remington is currently engaged in producing a complete line of room air conditioners from a ½-hp. window unit through a 1½-hp. console model. Recently acquired facilities afford ample space for expanding its industrial and military business with no reduction of this regular domestic and export production, Laube said.

Johnson will be located at Remington's general offices in Auburn, and will report directly to Laube. Current projects that Johnson will assume control of are the sales of the Remington 36-T Mobile Cooler, trailer-mounted, self-contained unit; special air conditioners for flight simulators; and an air conditioning unit being developed for air-borne semi-trailers that are being used by the Air Force.

Johnson, a native of Galva, Ill., received his M.E. degree from the University of Illinois. He specialized in refrigeration and engineering and took post graduate work under Professor H. J. MacIntire, long recognized as an authority in the field of refrigeration. He spent considerable time at experimental work on automobile air conditioning and related subjects.

In 1943 he joined Chrysler Corp. and was located at their aircraft engine plant in Chicago. After World War II he joined Frigidaire, Chicago, as district engineer.

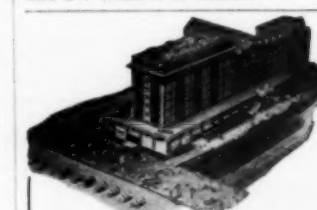
Johnson has also spent some time as a consulting engineer after which he was with Chrysler Airtemp's Chicago region. More recently he was assistant to the refrigeration sales manager of the Houdaille-Hershey Corp., a position he resigned in order to join Remington.

Coolerator Appoints Firm In Denver as Distributor

DULUTH, Minn.—Appointment of Contractors Heating & Supply Co. of Denver as the Coolerator distributor in Colorado, western Nebraska, and central Wyoming, was announced by F. C. Margolf, sales manager of Coolerator Co.

Under the direction of V. V. McChesney, president, other officers of the organization are Glenn Payton, sales manager, and Robert M. Robeson, secretary-treasurer.

The Denver territory includes 11 counties in Nebraska, 12 counties in Wyoming, 63 counties in Colorado, and five counties in Kansas.



HOTEL STRAND

A PERFECT HOTEL FOR YOUR CONVENTION GROUP

The STRAND, one of Atlantic City's finest Boardwalk hotels is splendidly equipped to be a gracious and efficient host to every requirement of your convention group.

Ample meeting halls, display rooms, private dining rooms, all combined with complete hotel service and a selected personnel to cater to your every want.

For Special Rate Plan—Address Convention Manager, Exclusive Penna. Ave. and Boardwalk

Have You Ordered YOUR Quota Yet?

Timely New Book Presents Original Suggestions

Just what IS the American Way, anyhow? We may know what we're against, but do we know what we are for? Which are the causes of our fears and uneasiness? What can we do about the "fix we're in," and how can we find peace and contentment? This book gives some remarkably interesting answers.

By George F. Taubeneck
(The "Inside Dope" Man)

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Peace and Progress

How To Be Happy Despite The Politicians

by George F. Taubeneck

CONJURE HOUSE

America largely is a nation of middle-class people. Its elections are swung by independent voters, and its directions pointed by men and women who seldom raise their voices.

At the same time vociferous elements in our country usually represent biased pressure groups.

Most of the clamorous pleaders and writers who claim our attention have been partisans. As a rule they advocate either Left or Right wings of opinion. Caught between such crossfires, the normal citizen seldom sees his own position stated satisfactorily.

This book attempts to define the American Way fairly—and excitingly—in a manner which unselfish citizens may approve with confidence, and cheer with appreciation.

PEACE AND PROGRESS is presented as a reasonable synthesis of the attitudes and thinking of thousands of "grass roots" Americans to whom the writer has listened over a span of three decades. Additionally, it contains novel and stimulating ideas for doing something about the "fix we're in."

Conjure House Division
Business News Publishing Co.
450 West Fort St., Detroit 26, Michigan

Please send me copies of "Peace and Progress" @ \$2.95 each.
(10 to 100 copies, 10% discount. 100 to 500 copies, 15% discount.
500 or more copies, 25% discount.)

Name
Company
Street Address
City
State



UNUSUAL FEATURE of this Deepfreeze flip-over book is that the same message that the customer views is also printed so the salesman can read it with ease.

Flip-Chart Helps Salesman Tell Deepfreeze Story

NORTH CHICAGO, Ill. — Deepfreeze has developed a new salesman's freezer presentation "flip-over" book for use in retail places or in prospects' homes.

Done in simulated leather covers and equipped with easel-footing and a hinged plastic binder, the presentation book is large enough (9 by 12 in.) to make an attractive display, but small enough to be easily handled and transported. The presentation book contains the full Deepfreeze home freezer story complete with colorful illustrations.

From the salesman's point of view, the biggest asset of the "flip over" book is that the salesman can read his sales talk without turning his back to his audience. This is accomplished by repeating, on the back of the succeeding page, the wording which the customer is looking at as the salesman talks.

Hence, the salesman can present a complete, smooth story of the advantages of owning a Deepfreeze home freezer without the necessity of committing a considerable volume of material to memory or awkwardly turning his back on the prospective customers to read the message.



with RUDY CONDENSERS

All sizes and types...standards models...experienced engineers fit unit to your job...modern plant assures low cost, high quality.

WRITE FOR DETAILS

RUDY Manufacturing Co.

Specialists in
Manufacturing Evaporators and Condensers
DOWAGIAC, MICHIGAN

Small Village Dealer Finds Customers Like Freezer-Food Plan Too

LOWELL, Mich. — While most freezer-food plans are centered in urban areas, an appliance dealer in this village near Grand Rapids believes the idea will appeal equally as much to rural and small-town residents.

So the dealer, Krick Auto & Appliance Sales & Service, is offering the "Chill Chest Food Economy Club" plan.

A recent advertisement in the local weekly newspaper told readers that they can "buy a freezer stocked with \$150 worth of food of your own choice for as little as \$65 down and up to 24 months to pay."

The ad also claimed that "you can save up to \$30 per month" through the plan "by purchasing foods in quantities at seasonal low prices. These monthly savings will make the payments on your Chill Chest freezer."

The advertisement was first run in May. Results were good enough so that Krick ran it again early in June.

A locker plant in nearby Ionia is the food source for the plan. Financing is through a finance company. Refill as well as initial orders can be paid for on time.

Russell Bogart, salesman for the firm owned by Lewis Krick, said farmers had shown interest in the food angle, particularly frozen fruits. He reported that they are also interested in beef purchases through the plan. Many of them are not slaughtering their own beef for fear of violating OPS regulations, according to Bogart. However, they do slaughter hogs for freezing, he added.

Bogart said most of the freezers sold by the company are of 15-cu. ft. capacity rather than the larger size.

The firm depends mainly on the wide contacts of Krick with farmers throughout the area plus advertising in the local newspaper. The store is located about a mile out of town and therefore does not get too much walk-in business.

J. H. Oliver Co. Distributes Universal Appliance Line

LIMA, Ohio — The J. H. Oliver Co. of Grenada, Miss., has been named a distributor for the entire line of major home appliances of the Universal Major elec Appliance Co., Morton L. Clark, Universal president, announced recently.

The Oliver Company will represent Universal in the northern half of Mississippi right up to the Tennessee line, covering approximately 36 of the state's 82 counties.



HOME & FARM FREEZERS

Cooking Method More Important Than Freezing Method for Eating Quality

CHICAGO — The most important discovery resulting from studies on pre-packaged frozen meats conducted by Wilson & Co. is that the method of cooking is much more important to eating quality than the method of freezing.

This was reported to the Chicago Section of the American Society of Refrigerating Engineers by E. J. Robertson of Wilson's Research and Technical Div. Differences due to the method of freezing were eliminated by handling all products directly from the freezer to the frying pan, he explained.

Robertson said packaging is also more important than freezing methods when this cooking procedure is used.

Aside from consistently duplicating fresh meat eating qualities, there are other advantages important to the consumer and to the frozen meat business, he declared.

The utility and convenience of frozen pre-packaged meats is much greater, Robertson asserted. Advance

planning to allow for thawing time is not necessary. There is no drip mess and there are no bacteriological problems.

Cooking control is better, he said, and the time involved for the preparation of steaks, chops, and hamburger is only five to 10 minutes longer. Also, the inconvenience of the thawing period in advance of cooking is eliminated.

The essential feature in the wrapping of pre-packaged meats to be frozen, the speaker pointed out, is that the wrapping material have a low moisture vapor transmission rate. This prevents dehydration.

Robertson said the present limiting factor in the freezer storage life of meat is to be found in the degree of oxygen protection offered by the packaging material. Better oxygen protection is needed, he stated.

Packaging in all flexible wrapping materials must be tight and neat and so well done that it is almost free of air pockets, the speaker noted. Otherwise, he said, visibility

is lost and these air pockets function as dehydration chambers.

All frozen products are packed in corrugated or solid fiber shipping boxes immediately after freezing and sealed ready for shipment, the speaker pointed out. The advantage, he said, is that the shipping box functions as an additional moisture vapor barrier and also as an insulator which will reduce the heat flow due to storage room temperature fluctuations.

One other significant point is that the product is at no time exposed to the harmful effects of light.

It was emphasized that meat is not frozen to be kept in storage. Consumer packaged meats are prepared to be sold and used.

Visibility, neatness of cut, and tightness of wrap were listed as necessary requirements for frozen meat sales. Retention of fresh meat flavor is essential and a long storage life is not recommended.

Robertson said meat packaged at the packing house level in volume quantities should offer economies as well as convenience to the consumer. The dinner plate yield from carcass weight, he stated, will be less than 60% of the shipped weight. There is a loss of 40% as bone, fat, and trimmings which are now disposed of as a loss at the expense of the consumer, Robertson said.

These figures were given to show that economies in frozen meats should result in transportation, storage, handling and packaging costs in favor of the consumer. The consumer will also gain other cost advantages in that these wasted materials can be converted into other useful products, Robertson concluded.

Go by these plain, hard Facts...and SAVE! CHEVROLET Advance-Design TRUCKS

Fact No. 1

Saves you money on purchase

Check the price on a Chevrolet truck that's the right size, type and capacity to handle your work. You're going to find that this Chevrolet truck lists for less than any other make of truck capable of doing the job. Here's an immediate, cash saving.

Fact No. 2

Cuts operating costs

Day in, day out a Chevrolet truck works for rock-bottom "wages" on fuel and upkeep. It brings you the proved economy of Valve-in-Head engine, with 4-Way Lubrication to reduce engine wear. Extra-rugged features cut maintenance costs.

Fact No. 3

Gives you the right truck for the job

Chevrolet trucks are factory-matched to the job—size, axle, frame, springs, engine, transmission, brakes. It's the Chevrolet idea to provide you with exactly as much truck as you need and no more. Chevrolet truck users know this idea pays off.

Fact No. 4

Saves money on trade-in

It's right in the records that Chevrolet trucks traditionally bring more money on the used truck market—and that can mean more money for you when you trade or sell. There's another reason why more truck users choose Chevrolet than any other make.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load • POWER-JET CARBURETOR—for smooth, quick acceleration response • DIAPHRAGM SPRING CLUTCH—for easy-action engagement • SYNCHROMESH TRANSMISSION—for fast, smooth

shifting • HYPOID REAR AXLE—for dependability and long life • TORQUE-ACTION BRAKES—on light-duty models • PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES—on medium-duty models • TWIN-ACTION REAR BRAKES—on heavy-duty models • DUAL-SHOE PARKING BRAKE—for greater holding ability on heavy-

duty models • CAB SEAT—with double-cock springs for complete riding comfort • VENTILATION—for improved cab ventilation • WIDE-BASE WHEELS—for increased tire mileage • BALL-TYPE STEERING—for easier handling • UNIT-DESIGNED BODIES—for greater load protection • ADVANCE-DESIGN STYLING—for increased comfort and modern appearance.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN



Need More Plant Capacity?

Use Ours — let us do your rolling, stamping, finishing and assembling operations.

- LARGE WORK CAPACITY means favorable delivery. 93,000 sq. ft. floor space...over 100 stamping, rolling and finishing machines...tool and die facilities.
- SPECIALIZED SERVICE. Quality of Greene work reflects years of experience in both civilian and defense sub-contracting work.
- QUOTATIONS WITHOUT OBLIGATION. Send blueprints, or write or phone for personal call. Inquiries promptly answered.

G-11

Greene of Racine
GREENE Manufacturing Company, Inc., Racine, Wis.



What's New

When requesting further information on new products, please use "Information Center" form.

G-E 'Triple-Whip' Electric Mixer Has 12 Speeds



G-E HAS INTRODUCED a new model of its Triple-Whip electric food mixer featuring a special speed selector knob which will adjust mixer to 12 different speeds.

KEY NO. B-720

BRIDGEPORT, Conn. — General Electric Co. is introducing a new electric mixer, to be on the market late in July.

The mixer, which retains the company's familiar "Triple-Whip Mixer" trade name, is equipped with three

beaters, and features a new speed control mechanism and a new beater release.

The mixer is finished entirely in white baked enamel.

A special speed selector knob adjusts the mixer to any of 12 mixing speeds.

A governor control then maintains the selected mixing speed regardless of the stiffness of the mix being used.

When the speed selector knob is turned to the left past the "off" position, the knob acts as a beater release, and all three beaters slip out automatically.

The lightweight motor unit can easily be removed from its stand and used as a portable mixer in any part of the kitchen.

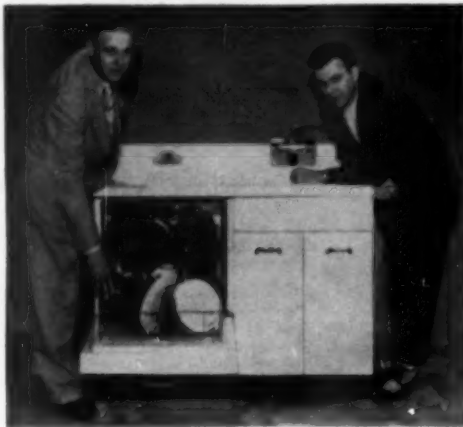
Other features of the mixer include a built-in light that shines directly into the bowl, and a new plastic juicer, with a specially designed reamer for juicing fruits from the size of a small lemon to a large grapefruit.

A food chopper set is available as an accessory.

The new mixer carries a manufacturer's recommended retail price of \$39.95.

This price includes the automatic juicer, a two-quart bowl, and a four-quart bowl.

Crosley Introduces 3 Front-Loading Dishwashers



KEY NO. B-721

CINCINNATI — A new automatic dishwasher incorporating entirely new principles of design and engineering was announced recently by the Crosley Div., Avco Mfg. Corp.

Three models of the new front-loading dishwasher have been demonstrated for press representatives and Crosley distributors in New York City. Suggested list prices are \$439.95 for the 48-in. dishwasher-sink combination, model DE-48A; \$339.95 for the 24-in. free-standing model DE-24A; and \$319.95 for the 24-in. free-standing under-counter model DE-24UC.

The dishwashers feature a revolving upper rack, vinyl-covered, which turns slowly with the action of sprays of hot water.

Upper and lower racks are individually mounted so they slide out freely on nylon bearings for easy loading and unloading. Washing and rinsing action is accomplished by an impeller which cascades hot detergent-filled wash water and clear hot rinse water over every dish, cooking utensil, and piece of cutlery in both the lower rack and the revolving upper tray.

To maintain the high temperatures necessary to remove food soil from dishes, an electric heater unit goes into action at the start of the wash cycle and stays on during the entire 34 minutes required to complete wash, rinse, and drying action.

The fact that the upper rack of Crosley's dishwasher revolves has virtually eliminated the possibility that large pots, pans, and dishes in the lower tray will prevent water from reaching every item in the top rack.

Another important advantage, he said, is that the dishwasher has been placed on the left side in the dishwasher-sink combination. Tests have revealed that most women prefer a left-loading unit, Duggan pointed out.

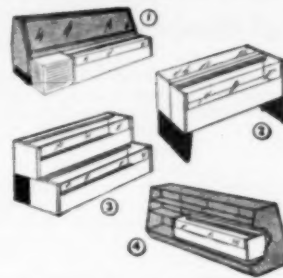
Other advantages cited by Duggan were the fact that the action can be stopped or started at will to permit interim loading or unloading without loss of the washing solution; an easy-to-load detergent holder eliminates messy, mechanical holders; and the strong vinyl-covered steel racks do not sag.

The dishwasher-sink combination, model DE-48A, is built on the stand-

ard 48-in. Crosley sink frame. The top of the dishwasher is a scientifically fluted drainboard leading to a single-bowl sink with a double-door storage compartment underneath.

The free-standing unit, model DE-24A, is 24 in. wide and the same depth and height as a Crosley kitchen base cabinet. It has a porcelain top, providing additional work space. The same unit without the top, model DE-24UC, can be placed under a vinyl 24-in. top or continuous top.

Long, Narrow SpaSaver Gives More Display Area



KEY NO. B-722

CINCINNATI — A long, narrow self-service refrigerated display unit that can be used either independently or in connection with other store fixtures has been introduced by Hilson Refrigerators here.

Called the "SpaSaver," the unit is made in 7 ft. 6 in. and 9 ft. 6 in. lengths in both remote and self-contained models. With the condensing unit attached, they are 2 ft. 2 in. longer. A 1/2-hp. sealed unit is used with the smaller SpaSaver and a 1/2-hp. sealed unit with the larger. Both have temperature controls.

Both SpaSaver models are 22 in. high, including 2-in. angle iron supports, and 20 in. deep. They have an 8-in. glass front and an 8-in. wide insulated shelf with price tag moldings across the front. The shelf, which has a fluorescent light beneath it, can be used to display allied items.

Three inches of high density insulation are used. Coiling is concealed in front and back walls and ends.

Typical applications pictured show (1) SpaSaver in front of a service type meat case, (2) two SpaSavers back to back for center aisle display, (3) double deck display using two SpaSavers, and (4) SpaSaver inset as part of wall shelf display.



It's THAT Simple!

Being there when the order is signed is simple for Directory advertisers who've been collecting an advertising bonus for over 20 years.

Directory advertising is no miracle worker, but it is a solid, sure way to get your product message in front of industry buyers when they place orders . . . every day of the year!

THE 1953 EDITION OF

The REFRIGERATION and AIR CONDITIONING DIRECTORY

is now being compiled and will prove a sound advertising investment for you. It's that simple.

Simple to order too. Just let us know what advertising space you plan by filling out the order form below. Drop it in the mail today!

Here is our **ADVERTISING SPACE RESERVATION** for the 1953 Edition of the

REFRIGERATION and AIR CONDITIONING DIRECTORY

Reserve following space: pages 1/2 pages 1/4 pages ☐ color

Copy instructions or plate will reach you by (date)

We understand copy deadline is Sept. 1, 1952.

We need more information before placing order ☐

Rates: 1 page, \$300; 2 pages, \$550; 1/2 page, \$190; 1/4 page, \$110; color, \$100.

Mechanical Requirements: Page size: 4 3/4" x 7 1/2"; 1/2 page: 4 3/4" wide x 3 3/4" deep; 1/4 page: 4 3/4" wide x 1 3/4" deep. Half-tones: 110 screen.

COMPANY NAME

STREET

CITY STATE

BY (INDIVIDUAL)

AIR CONDITIONING & REFRIGERATION NEWS • 450 WEST FORT STREET, DETROIT 26, MICH.

Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

What's New or Current Literature Available

Key No. Key No.
Key No. Key No.
Key No. Key No.
Key No. Key No.

Products Advertised
(list name, page, and issue date)

(PLEASE PRINT PLAINLY)

Name Title
Company
Street
City Zone State
Type of Business

MAIL THIS FORM TO
AIR CONDITIONING & REFRIGERATION NEWS
Reader Service Dept.
450 W. FORT ST. DETROIT 26, MICHIGAN

What's New (Cont.)

90% of Compressors Fit Fine's Adjustable Rack



KEY NO. B-723

CHICAGO—A new adjustable compressor rack called the "Spacesaver" was announced recently by the Fine Products Co. here.

Built to accommodate 90% of all compressors sold, the all metal rack is cross-braced at both ends and back and is designed to handle two or more compressors vertically.

The Spacesaver comes knocked-down in a single package, complete with bolts and shakeproof washers

and can be assembled in about 20 minutes, according to the manufacturer.

Four heavy angle iron legs, with holes drilled at five different heights to suit varied unit heights, provide the basic framework. Added to this are two unit platforms with holes drilled in horizontals for easy adjustment. Cross rails provide adjustable bases for each compressor.

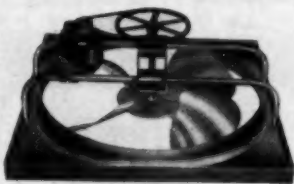
One of the main advantages claimed for the Spacesaver is that it raises the units off the floor so that they are easier to service, protected from floods or other damage, and easier to clean under and around.

All metal construction assures that gas lines will not be broken or the units damaged from falling in case of fire.

The Spacesaver package is a 40 by 26 by 4-in. storage carton. The unit itself has platforms 24 by 38 in. with a height of 38 in. This height, the company said, is ample for all 3-hp. units and 90% of all units 5 hp. and under.

When installed the entire Spacesaver is 39 1/4 in. long and 25 1/4 in. wide with a gross weight of 58 lbs. Units can be ordered from any wholesaler for immediate delivery.

Murray Fans Made In Vertical, Horizontal Types



KEY NO. B-724

DALLAS—The Murray Co. of Texas has announced that it is making a complete line of ventilating fans in two types for either attic, wall, or hanging installation.

One type is the Murray vertical

discharge fan which is available as a complete package unit with shutter. Murray's flat-as-a-flounder design allows residential installation in the lowest pitched roofs.

The fan itself is framed of 1-in. seamless steel formed tubing, housed in heavy gauge steel with streamlined orifice. It is installed completely unattached, riding vibration and noise free in a nest of foam rubber.

This model is available in five sizes, 24 to 48 in. and equipped with 1/2 to 1 1/2-hp. motor.

The second type fan is the horizontal discharge attic and industrial fan available in five sizes from 24 to 48 in. with 1/2 to 3/4-hp. motors. It has the same construction features as the vertical type.

Ajax Ice Machine Can Be Purchased In Segments



Ajax A3W1 Electric Ice Machine is demonstrated by W. C. Dunn, president. Shown left to right are Dunn, J. W. Stewart, general manager, and M. F. Breiting, national sales manager.

KEY NO. B-725

EVANSVILLE, Ind.—A new ice making machine constructed so that any or all its units—ice making mechanism, ice-crusher, storage bin, and legs—can be purchased as desired has been introduced by the Ajax Corp. of America here.

Called the A3W1 "Electric Ice-man," the unit is designed to provide flexibility of installation to meet specific problems of restaurants, hotels, and hospitals, J. W. Stewart, general manager, declared.

This machine is also the first in which Ajax has offered an ice-crusher section completely enclosed

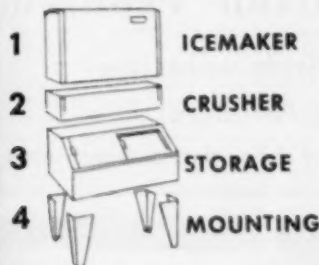


Diagram showing separate sections of machine.

in the machine so that the user can have either crushed or cube ice.

The machine will produce 200 lbs. of cubes every 24 hours. The storage bin has a 12-hour capacity. For those requiring more than 200 lbs. of ice per day, a multiple unit will be available, increasing ice production to 400 lbs. per day.

The Electric Ice-man features completely automatic production of ice. When the storage bin is full, the machine automatically shuts itself off. When ice is removed from the bin, the Ajax machine again starts producing ice to replace it.

The unit is powered by a Servel Supermetec compressor, guaranteed for five years. Access to all working parts is made by removing two screws which exposes the entire interior of the machine.



Marsh Corp. Redesigns 'Serviceman' Thermometer

KEY NO. B-727

SKOKIE, Ill.—A new redesigned Marsh "Serviceman" thermometer is claimed by the manufacturer to provide an accurate testing instrument for use in testing refrigeration equipment and other installations where a temperature check is desired.

The sturdy steel case of modern design finished in a rich metallic gray—black dial with sharp white numerals and hair-line aluminum pointer combine to give this instrument a handsome appearance. A rigid molded clear polystyrene crystal protects the dial face.

The vital internal mechanism has been completely re-engineered—boudon tube connections are fitted into female end pieces and silver brazed to form permanent leakproof joints—an internal stop provides complete protection against excessive temperatures, and a geared precision movement of wear-resisting brass insures long trouble free service.

The Marsh Recalibrator, long a feature of Marsh Instruments, is no longer located on the face of the dial, but has been shifted to the back of the reel plate where it is easily accessible. This change eliminates having to remove the retaining ring and glass to reach the Recalibrator.

Temperature tests to as low as -40° F. can now be made. This new range—-40 to 65° F. is available from stock and is an ideal range for low temperature testing.

Revco Rivet Cooler Holds 90 Cannisters at -30° F.



KEY NO. B-726

DEERFIELD, Mich.—A rivet cooler for aircraft application has been introduced by Revco, Inc. here that will hold 90 rivet cannisters and operate at a temperature as low as -30° F.

The cannisters are made of steel 2 in. in diameter and 7 1/2 in. long. They are arranged in six racks each holding 15 cannisters. They have flared tops for ease in handling.

A 4-in. dial thermometer is mounted on the front of the cabinet for ease in checking interior temperatures. A floating pointer, after being manually reset, will indicate the highest tem-

perature since last inspection.

Called the model RSZ50, the rivet cooler is constructed entirely of steel and is equipped with high density bats of Fiberglass insulation. The counterbalanced lid with industrial bar latch and hardware has a 75° opening for accessibility.

The chest-type cooler is powered by a 1/2-hp. Tecumseh hermetic compressor with fan-cooled condenser. The unit is internally mounted and has a capillary tube refrigerant control. "Freon-22" is the refrigerant.

The model RSZ50 measures 41 in. long, 27 in. deep, and 40 1/2 in. high. Storage compartment measures 30 in. long, 18 in. high, and 16 in. deep.

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and their solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

Two-Temperature Refrigerators (4)

Although it is difficult to control properly the temperatures of the freezer and refrigerator compartments of a two-temperature refrigerator using one compressor, two ingenious methods were discussed earlier as typical of how it may be done with acceptable results.

In the one of these two systems illustrated and described in the previous installment, compressor operation was controlled by a thermostat responding to the temperature of a "tail-off" plate in the refrigerator compartment.

TWO SEPARATE COMPARTMENTS

The other two-temperature refrigerator referred to, and illustrated in Fig. 5, also has two separate compartments; the freezer compartment maintained at about 0° for frozen foods and ice cubes, and the refrigerator compartment maintained at about 40° and comparatively high humidity, for fresh foods, milk, cooked leftovers, etc.

As in the one described previously, the freezer compartment evaporator of this two-temperature refrigerator is the main primary evaporator, and

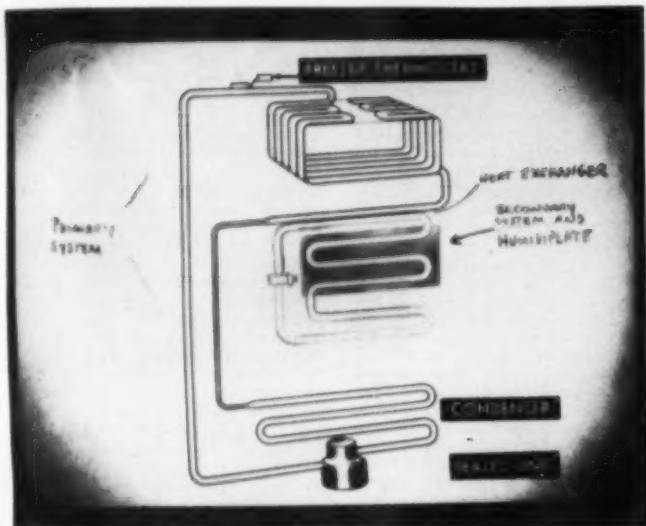


Fig. 5—Two-temperature system. Primary evaporator in the freezer compartment, and thermostat controlling compressor cycling, responding to temperature of this evaporator. Refrigerator compartment cooled by secondary refrigerant system controlled by adjustable constant pressure control. Metal plate in refrigerator compartment, attached to secondary, to remove excess humidity.

the refrigerator compartment is cooled by a secondary refrigerating system getting its refrigeration from the freezer evaporator.

COMPRESSOR OPERATION CONTROLLED FROM FREEZER EVAPORATOR

However, compressor operation of the system illustrated in Fig. 5 is controlled by a thermostat responding to the freezer evaporator only. Thus, the freezer temperature is maintained at approximately 0°, despite variation in freezer load from unfrozen foods or water put in it, or by heat leakage resulting from variation in room temperature.

The primary system is therefore the conventional capillary tube, thermostatically controlled system similar to most home freezers. Liquid refrigerant from the air-cooled condenser is carried by the liquid line, though the capillary tube into the freezer evaporator. The vaporized refrigerant passes back to the compressor through the suction line. All of this comprises the primary system.

REFRIGERATOR COMPARTMENT COOLED BY SECONDARY SYSTEM

The secondary system, which is about one-half full of liquid second-

ary refrigerant, consists of a circuit of tubing whose upper loop is clamped to or otherwise in good thermal contact with the suction line just leaving the evaporator and which is maintained at about 0°. This, with the upper loop of the secondary is known as the heat-exchanger.

The secondary liquid refrigerant in the upper loop, drops by gravity to the bottom of the secondary coils through an automatic valve to be described later. The lower secondary coils are in contact with the outside of the liner of the refrigerator compartment. From them the cold, secondary liquid refrigerant absorbs heat, vaporizes and, being lighter, is forced to the top coils of the secondary circuit.

There, the vapor is cooled in the heat exchanger and gives up its heat to the primary system, thereby again becoming a liquid. The upper loop of the secondary system is, in effect, the condenser of the secondary system, and the lower coils of the secondary system, its evaporator.

To the upper secondary coils, just before the vapor gets to the heat exchanger, a thin metal plate is attached. This plate is in the refrigerator compartment, and is directly exposed to the 40° air in the refrigerator compartment.

REFRIGERATOR COMPARTMENT CONTROLLED BY CONSTANT PRESSURE VALVE

The automatic valve is a constant pressure type valve, by which the vapor pressure and consequently the temperature of the secondary refrigerant is regulated. This valve is adjustable by the user, but is normally set to maintain a temperature of about 32° or slightly less in the refrigerator plate while the compressor is in operation.

Since the temperature difference between the 40° air and the 32° plate

is so low, the humidity of the air in the refrigerator is high, which is of course favorable to the preservation of fresh foods, vegetables, and other products kept in the refrigerator compartment.

Excessive humidity is prevented by condensation of moisture from the air on to the plate, either as beads of water or as a light film of frost, during compressor operation.

THE DEFOST CYCLE

The plate is comparatively thin, and having a large surface, absorbs heat rapidly; so shortly after the compressor stops, the plate warms up to above 32° and any frost that has accumulated during compressor operation quickly melts and runs off into the drain.

Thus, the secondary system, including the humidity control plate, operates on a "defrost cycle" with a full defrost during each off cycle of the compressor.

The constant pressure valve is adjustable by the user. On humid days, or periods of high ambient temperatures, the user can reset the valve to maintain a lower pressure of the secondary refrigerant, and consequently a colder plate. This tends to offset high heat loads on the refrigerator compartment and excessive humidity conditions.

USER CONTROL

In times of low room temperatures, or low humidity conditions, the user can reset the constant pressure valve for higher pressures and higher temperatures of the secondary refrigerant.

Although the thermostat controlling compressor operation responds only to the temperature of the primary or freezer evaporator, it is affected to some extent by added heat load on the refrigerator compartment.

Additional heat load on the refrigerator compartment warms the secondary, and this heat is transferred to the freezer evaporator and to the thermostat. In this way, the added refrigeration, which can only come from the primary system, is supplied to the refrigerator compartment in accordance with the additional load on it.

One of these two refrigerators controls mostly from the refrigerator compartment and the other from the freezer, but both, by considerable ingenuity and application of well known principles, obtain two temperatures with acceptably accurate control of each.

In both cases, however, the one compressor operates at all times at the low suction pressure required by a -10° or below evaporator for a 0° freezer, and refrigeration for the 40° refrigerator compartment is furnished at the comparatively low capacity and low efficiency required by the freezer.

DISPOSAL OF DEFOST WATER

In connection with these two refrigerators, it may be well to mention that the water from the plates—the tail-off plate of last week's system and the humidity control plate of this week's, is automatically disposed of, so that the housewife does not have to empty a drain pan occasionally.

(So far, no system has as yet been offered to relieve the housewife of the labor of cleaning the refrigerator occasionally. In fact, manufacturers of automatically defrosted refrigerators report that the housewife tends to overlook that slight but still important chore.)

The defrost water drains into a pan in the machine compartment, where it is heated by contact with the discharge line from the compressor to the condenser, thereby vaporizing the water into the air over the condenser, and incidentally relieving

the condenser of the load of removing some of the superheat of the hot discharge gas. Other refrigerators use this automatic water disposal method also.

(To Be Continued)

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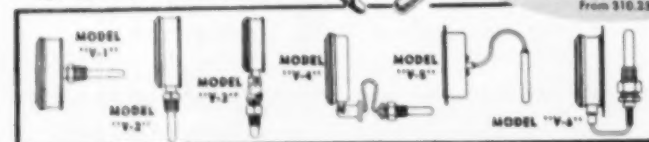
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Freezer Sales by NEMA Firms In April Total 53,840 Units

Summary for April and First Four Months, 1952

Electric Farm and Home Freezers—Complete—Sales by Sizes—Units

Farm and home freezers complete with high and low side and cabinet, where 50% or more of the net cabinet capacity is designed for the freezing and/or storage of frozen foods.

APRIL (24 Companies)

Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. 4.9 cu. ft. and under	423	—	—	423
2. 5.0 to 6.9 cu. ft.	7,276	—	91	7,367
3. 7.0 to 8.9 cu. ft.	3,845	139	144	4,128
4. 9.0 to 10.9 cu. ft.	2,420	22	57	2,499
5. 11.0 to 12.9 cu. ft.	9,343	301	238	9,882
6. 13.0 to 16.9 cu. ft.	19,320	204	78	19,602
7. 17.0 to 20.9 cu. ft.	5,710	36	33	5,779
8. 21.0 to 29.9 cu. ft.	4,044	3	8	4,055
9. 30.0 to 39.9 cu. ft.	105	—	—	105
10. 40.0 to 49.9 cu. ft.	—	—	—	—
11. 50.0 to 59.9 cu. ft.	—	—	—	—
12. 60 cu. ft. and over	—	—	—	—
13. Total—All Models	52,486	705	649	53,840

FIRST FOUR MONTHS (24 Companies)

Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. 4.9 cu. ft. and under	2,371	—	—	2,371
2. 5.0 to 6.9 cu. ft.	13,857	—	694	14,551
3. 7.0 to 8.9 cu. ft.	21,225	475	734	22,434
4. 9.0 to 10.9 cu. ft.	12,817	27	315	13,159
5. 11.0 to 12.9 cu. ft.	46,900	846	658	48,404
6. 13.0 to 16.9 cu. ft.	66,644	328	288	67,260
7. 17.0 to 20.9 cu. ft.	20,373	54	98	20,525
8. 21.0 to 29.9 cu. ft.	11,319	5	19	11,343
9. 30.0 to 39.9 cu. ft.	403	—	—	403
10. 40.0 to 49.9 cu. ft.	—	—	—	—
11. 50.0 to 59.9 cu. ft.	—	—	—	—
12. 60.0 cu. ft. and over	8	—	—	8
13. Total—All Models	195,917	1,735	2,806	200,458

Participating companies: Avco Mfg. Corp.; Ben-Hur Mfg. Co.; Carrier Corp.; The Coolerator Co.; Deepfreeze Appliance Div.; Motor Products Corp.; Fridaire Div.; General Motors Corp.; General Electric Co.; Gibson Refrigerator Co.; Hotpoint Inc.; International Harvester Co.; Kelvinator Div.; Nash-Kelvinator Corp.; A. J. Lindemann & Hoverson Co.; Masterfrez Home Locker Mfg. Co.; The Maytag Co.; Norge Div.; Borg-Warner Corp.; Philco Corp.; Refrigeration Div.; Revco, Inc.; Sanitary Refrigerator Co.; Schaefer, Inc.; Seeger Refrigerator Co.; Emil Steinhilber & Sons, Inc.; Victor Products Corp.; Westinghouse Electric Corp.; Wilson Refrigeration, Inc.

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Freezer Sales Up--

(Concluded from Page 1, Column 2) freezer-food plans across the nation at about that time—sales went up instead of down.

As compared with April, 1951, however, sales were down 17%. A total of 64,336 units were sold then. But, the 1952 mark was higher than any other April on record.

Sales for the first four months totaled 200,458 units, which was 28% less than the 277,977 sold in the same period last year. But again, the 1952 volume was higher than any previous year's record for the same period.

More than one-third of all freezers sold during April were in the 13 to 16.9-cu. ft. capacity group. Next largest category was 11 to 12.9-cu. ft. group with somewhat less than 20% of the total.

Amana Trips--

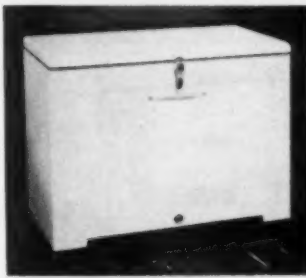
(Concluded from Page 1, Column 3) tors will divide into small groups and talk with retailers and specialty selling experts, and also cost bankers and credit company executives who have been financing freezer merchandising programs.

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G-E 8-Cu. Ft. Freezer

G-E 8-Cu. Ft. Freezer Uses Aluminum Liner

LOUISVILLE, Ky.—An 8-cu. ft. freezer, designed to supplement the 11-cu. ft. model already being made, has been announced by the General Electric Co. The new freezer, designated NA-8J, possesses all the features of the larger model, with the only basic difference, aside from its smaller capacity, being an aluminum inner liner rather than one of porcelain-enamelled steel.

W. M. Timmerman, general manager of the household refrigerator department, said that the new model was added to the line to meet the present demand for a small-family freezer.

Like its larger counterpart, the new freezer possesses such features as a temperature indicating light, counterbalanced hinges, automatic interior light, and an exterior finish of two coats of white, baked enamel.

The inner liner is formed of one-piece anodized aluminum with rounded corners for easy cleaning. To speed freezing, the refrigerant coils are brazed directly to the liner walls.

All exposed hardware is corrosion resistant, and both lid and cabinet are insulated with a new type of Fiberglas thermal insulation to assure a uniform low temperature throughout the storage area of the cabinet.

The cabinet is divided into upper and lower sections. Three baskets comprise the upper section. They are removable and slide freely on angle supports to provide access to the lower section. Total depth of the interior cabinet is only 18 in.

The sealed-in refrigerating system is located directly below the freezing cabinet. Metal-glass leads, extra large bearing surfaces, and factory-sealed lubrication system are employed. The condenser is of the natural draft type and is mounted vertically on the rear of the freezer. To simplify installation where doorway clearance is limited, it can be folded flat.

The freezer is covered by a five-year protection plan on the sealed-in refrigerating system, and a one-year warranty on the complete freezer.

The nationally recommended retail sales price for the NA-8J is \$339.95.

G-E Cuts Drier Price By \$24; Now \$249.95

LOUISVILLE, Ky.—The General Electric Co. recently announced a reduction of about \$24 in the recommended national retail price for its clothes drier, model AD-7. Formerly priced at \$274, the drier now carries a price of \$249.95, including excise tax.

C. E. Anderson, general manager of the home laundry equipment department, said the reduction was made to strengthen the company's competitive position within the industry.

Iwashita Named--

(Concluded from Page 1, Column 2) trial establishments as distinguished from the products for the home which are handled by the already established home heating and cooling, and heat pump department.

Iwashita was formerly manager of product planning of the G-E Air Conditioning Div. Before joining G-E, he was manager of product research and manager of materials and process of the Seeger Sunbeam Corp.

He has served in various engineering and product planning positions with both manufacturing and merchandising companies since 1928. He now holds 36 patents covering air conditioning and refrigeration machines.

Fair Trade--

(Concluded from Page 1, Column 2) action he would take. However, the Budget Bureau said in May that the President was opposed to the bill and both the Justice Dept. and the Federal Trade Commission have expressed their disapproval. On the other hand, several administration supporters voted for the bill.

Meanwhile, many pleas were being received at the White House urging the President to sign the bill. But it seemed likely that Mr. Truman would use the pocket veto (let 10 business days pass without acting). Since Congress was scheduled to adjourn at the weekend, this would mean the lawmakers would have no opportunity to override a veto unless the President called them back into special session later on.

Prior to passing the McGuire bill, the Senate rejected a substitute offered by Senator Paul H. Douglas of Illinois. This bill was intended to counter the argument that fair trade is needed because large chains and department stores compete unfairly with smaller outlets through use of "loss leaders."

The Douglas bill would have permitted a retailer to sue for a court injunction and triple damages if a competitor offered brand-name products for sale at less than delivered cost plus 6%. Distress sales, sales to non-profit institutions, and normal seasonal clearances would have been excepted.

N.Y. Supreme Court Backs Macy In Price Cutting

NEW YORK CITY—Reversing a State Supreme Court ruling in a fair trade suit involving Macy's and a Queens druggist, the Appellate Div. of the court set aside an injunction

restraining the department store from cutting the prices of certain pharmaceuticals.

In effect, the decision upheld Macy's price-cutting practices of last summer which set off a local price war.

The druggist, Adolph Rothbaum, claimed that Macy's had violated the state fair trade law by selling 10 pharmaceutical articles at cut prices and that the articles were sold in intrastate commerce. He was upheld by a supreme court justice who granted him an injunction.

However, the Appellate Div. ruled that both Macy's and the manufacturer of one of the items were engaged in interstate commerce. By agreement, the court's decision on the one item held for all other items concerned.

The tribunal said non-signers are not bound by fair trade agreements if the goods were shipped interstate. Macy's asserted that it had never signed agreements.

Detroit Water--

(Concluded from Page 1, Column 2)

The regulation concerning air conditioning, it was indicated by some members of the Council, was merely brought in to appease those citizens who felt that the curb on lawn sprinkling was discriminatory. There is considerable question how such a rule on air conditioning could be enforced, it was also admitted.

Violation of the proposed ordinance would carry a maximum penalty of \$50 fine. It would be effective annually from June 10 to Sept. 5 and could be invoked whenever the Water Board determined an emergency existed.

At a public hearing before the City Council, Lenhardt explained that the water department has had a vast expansion program under way for several years that when completed will alleviate the water distribution problem to a considerable degree. It won't be finished, however, before 1955.

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MANUAL NO. K-3—General discussion of heating systems; selection of heating coils (air friction, condensation); description and operation of evaporative condensers; water cooling towers; automatic controls; piping refrigerant, water, and steam; and insulation problems.

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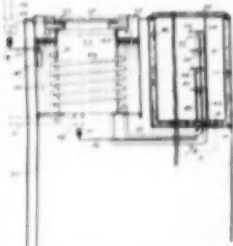
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PATENTS Week of May 27

1,997,346. REFRIGERATOR AND STOVE. Samuel O. Morrison, Media, Pa.; Ella F. Morrison, executrix of said Samuel O. Morrison, deceased, assignor to Samsco Refrigeration Co., Dover, Del.

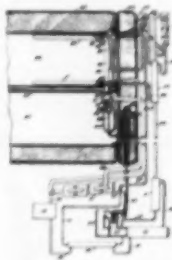


1. In a refrigerator and stove, a refrigerant compartment, a stove, a liquid bath in heat transfer relation with the stove and a mechanical refrigeration system having a compressor in heat transfer relation to the liquid bath and having an evaporator in heat transfer relation with the refrigerator compartment.

2,597,777. ABSORPTION REFRIGERATING APPARATUS. Curtis C. Coons, North Canton, Ohio, assignor to The Hoover Co., North Canton, Ohio.

1. Refrigerating apparatus comprising an insulated cabinet structure including separate freezing and food storage chambers, an absorption refrigerating system charged with a refrigerant, an absorbent for the refrigerant and an inert gas, said refrigerating system associated with said cabinet structure including first and second evaporators arranged to refrigerate said freezing chamber, a third evaporator arranged to refrigerate said food storage chamber, first and second air cooled absorbers, a generator, means providing for flow of absorbing solution from said generator axially through said first and second absorbers in the order named and

back to said generator, means for conducting inert gas in a first path of flow in

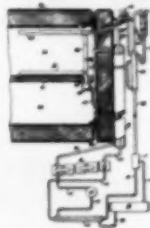


which a major portion of the inert gas in the system flows axially through said second absorber and then through said second and third evaporators, means for conducting inert gas in a second path of flow in which a minor portion of the inert gas in the system flows through said first absorber and then through said first evaporator, and means for liquefying refrigerant vaporized in said generator and for supplying the liquefied refrigerant to said evaporators.

2,597,832. ABSORPTION REFRIGERATING APPARATUS. Glenn T. Piper, Louisville, Ohio, assignor to The Hoover Co., North Canton, Ohio, a corporation of Ohio.

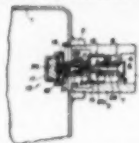
1. In a refrigerator, an insulated freezing chamber, a first evaporator arranged to refrigerate the lower portion of said chamber, a second smaller capacity evaporator arranged to refrigerate the upper portion of said chamber, a generator containing a solution of refrigerant in an absorbent, a first large air cooled condenser, a second air cooled condenser of less capacity than said first condenser, conduit means for conducting hot vapors from said generator to said first condenser, a vaporizing jacket surrounding a part of said conduit means, conduit means including a U-shaped portion forming a

liquid retaining trap for conducting condensate from said first condenser to said jacket, conduit means including a liquid filled trap portion for conveying conden-



sate from said jacket to said first evaporator, means for conveying refrigerant vapor from said jacket to said second condenser, and means for conveying refrigerant liquid from said second condenser to said second evaporator.

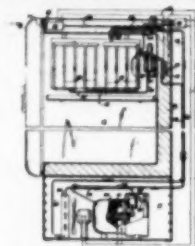
2,598,351. THERMOSTATIC VALVE. Franklyn Y. Carter, Dearborn, Mich., assignor to Detroit Lubricator Co., Detroit.



1. A thermostatic valve comprising a plug closure member for a threaded aperture and having a passageway there-through including an enlarged internally threaded portion, said closure member having an externally screw-threaded portion, a tubular guide member extending from said closure member concentric with said threaded portions, said guide member having an enlarged end portion threadably secured in said threaded passageway portion and forming therewith a chamber and having apertures for flow through said passageway, valve means having a piston reciprocally guided in said guide member and having a valve member, a valve seat having a valve port open to said passageway and receiving said valve member for controlling flow

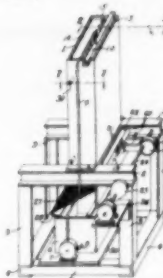
therethrough, a coil spring in said chamber and held under compression against said valve means to urge said valve member against said seat, a thermostatic power element carried by said guide member and containing a thermostatic material having a low rate of expansion both below and above a predetermined temperature range, a second motion transmitting piston arranged to be actuated by said power element and spaced from and engageable with said first-named piston upon predetermined expansion of said thermostatic material, and a second spring co-operable with said second piston and operable to return the same to its initial position spaced from said first-named piston upon contraction of said thermostatic material.

2,598,408. DEFROSTING REFRIGERATION APPARATUS. Graham S. McCloy, Springfield, Mass., assignor to Westinghouse Electric Corp., East Pittsburgh, Pa.



2. In a refrigerator including an insulated chamber, a cooling unit for cooling the media in said chamber, fluid circulating means arranged exteriorly of the chamber, first and second conduits connecting said cooling unit with the fluid circulating means, means associated with at least one of said conduits for varying the temperature of the fluid supplied to said cooling unit, said temperature varying means being adjustable to supply fluid at a temperature below 32° F. for cooling said unit and at a temperature above 32° F. for melting frost formed on the cooling unit and said conduits, and control means for adjusting the temperature varying means and effective to terminate the supply of fluid at a temperature above 32° F. and for initiating the supply of fluid at a temperature below 32° F., said control means including an elongated thermo-sensitive motivating element in heat transfer relationship with respective portions of one of said conduits within the insulated chamber and exteriorly thereof.

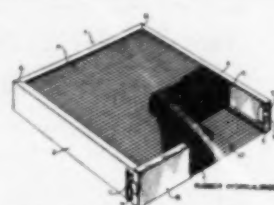
2,598,429. APPARATUS AND METHOD OF RAPID PRODUCTION AND HARVESTING OF ICE. George L. Fownall, London, Ohio.



1. In ice making apparatus, an evaporator which comprises an enclosed hollow shell having at least one substantially vertical wall, said wall having vertically extending corrugations forming spaced vertical channels of U-shaped cross-section, a plate abutting outer edges of the corrugated wall forming a plurality of channel-shaped mold spaces between the plate and the corrugated wall, each mold space being open at the top and bottom means for introducing a refrigerant into the shell to contact the inner side of the corrugated wall, means for removing the refrigerant from the shell, and means for introducing water into the open tops of the mold spaces to flow down the spaces and congeal as ice on the outer side of the corrugated wall.

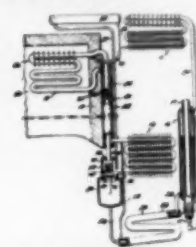
2,597,957. RUBBER HYDROCHLORIDE AIR FILTER. Herbert A. Endres, Cuyahoga Falls, Ohio, assignor to Wingfoot Corp.

1. A gas filter removing suspended particles of matter from a gas, which filter comprises rubber hydrochloride elements



arranged to form a gas pervious mat of sufficient thickness to permit multiple contact with the rubber hydrochloride elements of the particles of matter carried by the gas.

2,598,565. ABSORPTION REFRIGERATION. William L. Bulkeley, Munster, Ind., assignor to Sarnel, Inc.



1. In an absorption refrigeration system having a plurality of interconnected elements and utilizing a refrigerant, an absorbent and a pressure-equalizing gas, a circuit for the pressure-equalizing gas having a construction for producing circulation therein by a differential force of gas strong in refrigerant, a gas weak in refrigerant in said circuit, and a check valve in the gas circuit so constructed and arranged as to be operated to open and closed positions by the flow of gas in said circuit to permit flow of gas in one direction and prevent flow of gas in the opposite direction, and depending passages at opposite sides of the check valve for draining liquid therefrom.

(To Be Continued)

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him, you'll find reading these books the next best thing to a person-to-person chat about your refrigeration problems. Conveniently cross-indexed for instant use, "Refrigeration Problems and Their Solution" can provide "the missing link" in your search for authentic advice on "how to make it work."

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VOLUME 2

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VOLUME 3

Lost Time and Short Cuts; Refrigerants and Tables; Mollier Chart; Two and Three Stage Compression; Leaks and Moisture; Electric Currents; Single and Three Phase Systems; Motor Troubles; etc.

VOLUME 4

Cleaning Parts Before Repair; Compressor Noise; Compressors in Parallel; Frozen Compressors; Service Problems; Overloaded Motors; Making Money in the Service Business; Absorption; Evaporative Cooling; The Heat Pump; Comparative Cost of Fuels.

VOLUME 5

The Oil Cycle; Oil Slugging; Copper Plating; Properties of Water Important in Cooling; Railway Car Refrigeration; Safety in the Field of Service Work; Mystery of the Hidden Moisture; Mystery of the Missing B.T.U.'s.

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speaking about
TRADE-INS

is a spiffy new 24-page booklet just published by the News. It presents you with some fresh, dandy ideas on how to help eliminate one of your perennial bugaboos, the "trade-in" problem.

The whole problem is divided into three categories and some sound, sensible methods on how to deal with each category are described. 1. Acquiring the "trade-in" and determining its worth. 2. Reconditioning the "trade-in." 3. Marketing the "trade-in."

The whole content of this booklet is compiled from the best articles on and experiences of other appliance dealers whom the News has talked to in the past year. These ideas are actually used successfully and perhaps they would work as well or better for you. At least you can read about them and see how they fit in with your operation.

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PROCUREMENT INFORMATION

The following is a list of proposed procurements issued by the various indicated U. S. Government procurement offices. This list is compiled and made available daily on a free pick-up basis. Prospective bidders may obtain complete bid sets by a request to the purchasing office under which the purchase is listed in this Synopsis. Be sure to identify completely the bid invitation you wish by including in your request the item description, the invitation number or reference number and the opening date. This will save time in filling your request. For reasons of economy, specifications are normally not included with the bid invitations unless the specification is a new one. First time bidders on a particular item should request a copy of applicable specifications and drawings at the time the request for a bid is made.

DEPARTMENT OF DEFENSE

It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following: U. S. Army Ordnance Office; Ordnance Tank Automotive Center; Detroit Arsenal; Frankford Arsenal; Picatinny Arsenal; Baritan Arsenal; Rock Island Arsenal; Springfield Arsenal; Watertown Arsenal; and Watervliet Arsenal. Complete information on any purchase listed by any of those offices alone can be obtained from the Ordnance District Office nearest you. Its address is on file in your nearest Department of Commerce Field Office. Do not ask an Ordnance District Office for information on a purchase unless it is listed by one of the above-named offices. Ordnance District Offices do not have information on any other purchases.

Invitations for Bids numbers will be followed by the letter "B." Requests for proposals or quotations will be indicated in this column by the letter "Q," or, if numbered, the number will be followed by the letter "Q."

Description	Quantity	Invitation No.	Opening Date
Mobile District Corps of Engineers, P.O. Box 1160, Mobile 7, Alabama			
Air conditioning equipment for Mobile dist. office	Job	(CIVENG 01-076-52-79B)	14 Jul 52
Air conditioning of office bldgs. of Mobile Dist. Corps of Engrs. at Mobile, Ala. Plans and specs. avail. 10 Jul 52. deposit on plans \$10.00	Job	(CIVENG 01-076-53-1)	29 Jul 52
Chicago Quartermaster Depot, Quartermaster Purchasing Division, Chicago, Illinois			
Refrigeration tubing and fittings	Various	68-1B	18 Jul 52

New Primer Provides Greater Protection, Saves Labor, Materials

CLEVELAND—"Nu-Pon," a new type of alkali resisting primer which is claimed to "provide greatly increased surface protection and effect substantial savings in labor and material" was announced by the Glidden Co.

It was developed primarily for the laundry appliance industry, although new uses are now being exploited. "Thinner coats can be applied and still provide equal or better protection than primers now in use," Glidden stated.

"Two coat finishing systems for washing machine and clothes drier exteriors employing the Glidden Nu-Pon primer, followed by a conventional washing machine top coat enamel, are now capable of withstanding four to ten times the exposure to alkaline washing solutions than has formerly been possible.

"Large scale production finishing of the interiors of these appliances is being accomplished with a single prime-finish coat completed with the Nu-Pon primer alone and in other instances with two coat systems in which the Nu-Pon primer is top coated with an orthodox washing machine enamel.

Additional substantial savings in costs of material and labor are being made by flow coating this primer, it was asserted.

The primer was developed in the laboratories of the Nubian Industrial Div. of the Glidden Co. at Chicago, and is available from all Glidden industrial paint divisions in the United States and Canada.

General Controls Names 4 In Administrative Shift

GLENDAL, Calif.—A new alignment of administrative responsibility in the sales department of General Controls Co. was announced by J. F. Ray, vice president in charge of sales.

Fred Weldon, formerly regional manager for the eastern division, has been appointed sales manager of the company, with additional duties of responsibility for management of the new Skokie, Ill., factory.

William L. Kell, assistant sales manager, has been additionally assigned as manager of the Heating Controls Div. R. D. Grayson has been named manager of the Appliance Controls Div.—water heaters, ranges, etc.

Rudy Roedder has been appointed western Refrigeration Controls Div. manager, under the supervision of Douglas Sterner, manager of the Refrigeration Controls Div. with headquarters at the General Controls' midwest plant in Skokie, Ill.

New Crosley Factory Bldg. Now Doing Defense Work

CINCINNATI—Production of certain components for defense products already is under way in the new building recently completed by the Crosley Div., Avco Mfg. Corp., at Richmond, Ind., it was announced recently by John W. Craig, Avco vice president and Crosley general manager.

The new structure, which is adjacent to Crosley's Shelvador refrigerator plant, provides 211,200 sq. ft. of manufacturing space, all of which will be used to produce fire control equipment for the Air Force and Navy, Craig explained. Full production will not be attained until some time next year, he added.

Neoprene Compound Lags Pulley Surfaces In Place

PHILADELPHIA—Pulley surfaces can be quickly lagged in place by brush or spray with Main Neoprene Pullag, a pulley lagging compound developed by Main Products Corp.

This new compound takes advantage of the properties of Neoprene—the chemical rubber—to bring pulleys up to full operating efficiency for slip-free pulley service. It isn't even necessary to remove the pulley from its shaft unless sandblasting or vapor degreasing is required.

For best results, the pulley surface should be cleaned with Main Pullag solvent cleaner and coated with Main Pullag lagging primer. Within half an hour, the lagging compound can be applied.

Under emergency conditions the pulley can be put back into service within 24 hours. However, since Pullag gains strength over a period of time—reaching its maximum in eight days, the pulley should be allowed to cure as long as possible. It may also be heat cured in six hours at 150° F.

Binger Elected V.P. of Minneapolis-Honeywell

MINNEAPOLIS—Election of James H. Binger as vice president of Minneapolis-Honeywell Regulator Co. was announced by H. W. Sweatt, president.

Since 1950, Binger has been vice president and general sales manager of the company's Belfield Valve Div. in Philadelphia.

A 1941 graduate of the University of Minnesota law school, Binger joined Honeywell in 1943 as administrative assistant in the aeronautical division. In 1945, he was elected assistant secretary and two years later was made assistant vice president and transferred to the sales department.

Servel Expands Field Organization To Further Assist Distributors

EVANSVILLE, Ind.—Expansion of its field sales organization to provide additional merchandising assistance for appliance distributors is reported by Servel, Inc.

W. Paul Jones, Servel president, announced the appointments of Edward B. Mockel and C. Sidney Johnston, Jr., Servel sales veterans, as regional merchandising counselors; and the appointment of Robert B. Puckett as a sales representative on the factory staff in Evansville.

Puckett, who since joining Servel two years ago as a dealer representative in Servel's Detroit sales branch, will now assist new Servel distributors in setting up sales organizations.

Both Mockel, former Boston district sales manager, and Johnston, former assistant branch manager in charge of Wisconsin operations, will aid in developing merchandising programs for Servel distributors. Mockel will handle the eastern region and will make his headquarters in Servel's New York regional office. Johnston will be in charge of the midwestern region.

"With the creation of these new merchandising counselor positions," Jones said, "we will be in a position to provide even greater assistance to Servel distributors and their personnel in solving their merchandising problems and in setting up successful merchandising programs."

A native New Yorker and a graduate of Columbia university, Mockel has been with the company since 1935, when he started as a sales promotion representative, and later became an appliance sales specialist.

Johnston, a native of New Haven, Conn., and a graduate of Princeton, has been with Servel since 1936, starting as a district sales manager, and later a sales promotion representative. He will make his headquarters in Servel's western regional office in Chicago.

Lindemann & Hoverson Appoints 12 Distributors

MILWAUKEE—A. J. Lindemann & Hoverson Co., major appliance manufacturer, has announced the appointment of the following new distributors:

Tedesco, Inc., Syracuse, N. Y.; Cladco Dist. Inc., Buffalo; Schiffer Distributing Co., Atlanta; Lowe Electric, Inc., Macon, Ga.; All State Pipe & Supply Co., Jacksonville, Fla.; W. L. Roberts, Inc., Memphis, Tenn.; Van Deren Hdwe. Co., Lexington, Ky.; Appliance Dist., Inc., Indianapolis; Luethi & Welch, Inc., Columbus, Ohio; Terry-Durin Co., Cedar Rapids, Iowa; J. G. Gains Co., Inc., Kansas City, Mo.; and Sampson Dist. Co., Inc., Richmond, Va.

Government Contracts

GENERAL SERVICES ADMINISTRATION

Description	Quantity	Reference No.	App. Bid Date
General Services Administration, Region 2, Business Service Center, 250 Hudson St., New York 13, N. Y.			
SK light exhaust fans, Job	NONE	7-15-52	

CONTRACTS AWARDED THROUGH JULY 3

Description—Contractor and Address

Office in Charge of Construction, 14th Naval District, P.O. Box 94, Navy No. 128 c/o Fleet Post Office, San Francisco, Calif. The contractor shall furnish the materials and perform the work to provide and secure additional refrigerated storage capacity at the existing refrigerated mine battery storage building, complete and ready for use. U. S. Naval Ammunition Depot, West Loch Branch, Oahu, T. H.—Job, \$27,473.—Western Builders, Limited, 709 Ahua Street, Honolulu, T. H.

Fourth Naval District, Public Works Department, Naval Base Station, Philadelphia 13, Pa.

Installation of Ventilating Systems for Building No. 26 and Air Conditioning Systems for Building No. 1, Naval Aviation Supply Depot, Philadelphia, Pa.—\$46,675.—Penna. Air Conditioning Co., Parkside and Belmont Avenues, Philadelphia, Pa.

Office of The Contracting Officer, 2722D Air Base Group, Orlando Air Force Base, Orlando, Florida

Installation of complete Air Conditioning System including Ducts, Cooling Tower and Compressors at Base Communications, Building T-2008, Orlando Air Force Base, Orlando, Fla.—Job, \$11,563.—Falkner, Inc., 1620 N. Orange Ave., Orlando, Florida.

General Services Administration, Washington 25, D. C.

Air Conditioning Unit—36 ea., \$21,938.—U. S. Air Conditioning Corp., 300 Ave. S.W. at 33rd St., Minneapolis, Minnesota. Air Conditioning Unit—300 ea., \$42,910.—Kaufman-Washington, 1215 Kenilworth Rd., Washington, D. C.

Air Conditioning Unit—77 ea., \$16,146.—Stuart F. Louchheim Co., 1229 N. 44th St., Philadelphia, Pennsylvania.

Air Material Command, Dayton, Ohio

Temperature bulb—4,201 ea., \$85,273.—The Lewis Eng. Co., 329 Church St., Naugatuck, Connecticut.

Mobile District, Corps of Engineers, 2301 Grant St., Mobile, Ala.

Construct Additions to Cold Storage and Heat Cutting Buildings at Camp Rocher, Ozark, Ala.—Job, \$94,840.—Benderson, Black & Greene, Inc., Troy, Ala.

Finishes for Low Temp. Insulation

Moisture Vapor Resistance Found Prime Requisite; Yearly Maintenance Cited as Must by Kottmeier

CHICAGO—A progress report on evaluation of finishes for low temperature insulation was presented before the Chicago Section of the American Society of Refrigerating Engineers by Merrill F. Kottmeier of the Building Material Div. of Armstrong Cork Co.

A low temperature finish, he pointed out, must protect the insulation from infiltration of moisture vapor, which usually travels from the warm side to the cold side where it will condense upon reaching its dew-point. Insulation efficiency is thus lost depending on the degree of moisture vapor transmitted.

In low temperature jobs, Kottmeier noted, ice is formed within the insulation, producing insulation failure.

Work on the effectiveness of barrier finishes was not undertaken until the Penn. State-Armstrong water vapor transmission cell was developed whereby reproducible test results are obtainable to plus or minus one-tenth perm, it was stated.

Kottmeier explained that this moisture vapor transmission unit of measurement adapted at the suggestion of the Penn. State group and identified as a "Perm" is one grain, per square foot, per hour, per inch of mercury. A maximum of one Perm has been prescribed in order for a material to be considered as a vapor barrier.

Although evaluation of finishes is far from complete, results show that an asphaltic clay emulsion with selected asbestos fibers will give a

suitable moisture vapor resistant finish, Kottmeier said. He also said that:

Washed, clean white sand may also be added as a filler to minimize drying shrinkage and to impart abrasion resistance.

Aluminum cold storage paint also works well.

Weatherproof plastic produced from a "Gilsolite" base and blended with other asphaltic materials with oxidizing properties and filled with long fibered asbestos exhibits excellent outside weathering characteristics.

Waterproofing is accomplished after the first troweling is applied by pressing a membrane into the surface or spirally wrapping with tape.

Kottmeier stressed that yearly maintenance is a must. A new surface coating should be applied of No. 1 or No. 4 asphalt paint every three to five years on inside jobs, depending upon atmospheric conditions. Outside maintenance should be applied every one to three years.

There is also a field in special finishes, the speaker said, such as where a fire resistant vapor barrier coating is required. Other finishes require resistance to oils, greases, and solvents. In these cases a solvent resistant finish, "Solvo-pruf," which is also used as an adhesive, will resist the deteriorating effects of methyl ethyl ketone, gasoline, aromatic solvents, aliphatic solvents, greases, oils, alcohols, and water, according to Kottmeier. It is also a vapor barrier from -35° F. to 125° F., he added.

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

POSITIONS AVAILABLE

SERVICEMAN: EXPERIENCED combination refrigeration and oil burner by progressive major line dealer in heart of northern Wisconsin resort country. Year-round work. Attractive salary and bonus arrangement. Housing available. BOX 4046, Air Conditioning & Refrigeration News.

SERVICE MANAGER wanted—We have an opening for a man to manage our service department. The man selected must have at least 10 years' experience and be thoroughly trained in the servicing of all classes of air conditioning and refrigerating systems. He must be able to supervise both a service department of 10 to 15 servicemen, as well as an erection department handling all sizes of mechanical contracts, both heating and cooling. Our company has been established for many years; it is well financed and does a volume of close to \$2 million per year. We are located in a southern city of a half a million population. This job can be made to pay an income of \$15,000 to \$20,000 per year, for our method of compensation will be on a profit sharing basis, plus a fixed salary. We would prefer the services of a man who has a degree in mechanical engineering, and who is under 45 years of age, but the college training is not compulsory. If you have the ability to supervise a department such as ours and to grow with it, we ask that you reply writing in detail your past experience, and attaching a recent photograph. Arrangement for an interview will be made at our expense. BOX 4047, Air Conditioning & Refrigeration News.

COMPTROLLER AND assistant in general management with owners. Distributors for two leading manufacturers of air conditioning and commercial refrigeration equipment. Long established in large eastern city. Doing \$1 million dollars annually. Experienced executive, in addition to substantial salary, may obtain interest. Write, in confidence, full information. Can arrange for interview in New York or at plant. BOX 4048, Air Conditioning & Refrigeration News.

EQUIPMENT WANTED

WANTED PHILCO, York or Carrier or equal ½, ¾ & 1 HP window model room air conditioners. Please give us the quantity, make, model, size, year with your offer. WILLIAM A. SCHWARTZ & SON, INC., 614 3rd Ave., New York 16, N. Y.

EQUIPMENT FOR SALE

NATIONALLY KNOWN coil manufacturer has asked us to dispose of a limited number of 15-20 ton air conditioning coils, all coils are brand new and in original factory crates. Your inquiry will be most appreciated. AIR CONDITIONING ENGINEERING CO., 2116 Locust Street, St. Louis, Mo. Ch. 0106.

SOFTIE MACHINES—Money making continuous freezers for soft ice cream or frozen custard, famous make. One is new in original crate, two used in good condition. Back in service so must sell at

real sacrifice. This is really too good to miss! Write L. F. J. HEINHEIM, 2324 Humboldt Ave., El Cerrito 9, Calif.

REFRIGERATOR DOORS, 5'8" by 6'8" double batten auto close doors complete with removable track heads for a 7'2" track. 1½" corkboard insulation, 16 gauge metal clad. Brand new, \$96.00 each. Freight prepaid in U. S. Door height will be altered for any size up to 11 ft. 2 in. track for \$15.00 additional. BIMEL CO., Cincinnati, Ohio.

\$52 BUY standard brand ¼-HP open type or sealed type complete units. Other sizes up to 3 HP. Write for complete listings on units and parts, including Kilan overload relays @ 15¢. MANN REFRIGERATION SUPPLY CO., 440 Lafayette Street, New York 3, N. Y.

SACRIFICING MODEL FDS18A 18 cu. ft. displacing freezers with superstructure and Thermopane glass sliding doors. Only \$490 each, f.o.b. New York. Last price \$714. For complete details, write or call MANN REFRIGERATION SUPPLY CO., 440 Lafayette St., New York, Gramercy 3-9000.

ATTENTION SERVICEMEN—Send for our new catalog—on controls, valves, relays, brass fittings, V-belts—hermetic and open type units. All new merchandise at great savings up to 50%; sold on money back guarantee. WALTER W. STARR REFRIGERATION, 2833 Lincoln Ave., Chicago 12, Illinois.

PROMINENT BRAND evaporative cooling units, new, complete with 28 by 22 defacto-grill, aspenwood filter mats, 7000 c.f.m. centrifugal blower and shroud, 120 volt, 60 cycle recirculating pump and gyro-spray units, less 1 h.p. blower drive motor. Crated weight 700 lbs. shipment S.D.B.L. at \$200.00 each F.O.B. St. Louis, Mo. Box 251, Forrestdale Subdivision, Kevil, Kentucky.

FRANCHISES WANTED

ESTABLISHED SALES company in Detroit with offices in Cleveland, Cincinnati, and St. Paul desire a top line of products used by home appliance manufacturers, including refrigerators, freezers, air conditioning, ranges, radio and television. 20 years experience selling this trade in midwest. BOX 4048, Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

AUCTION—Hal Crumley's big modern frozen foods plant. Real estate, equipment and business. 105 feet of high class highway frontage on the right side of the street, close to town. Opportunity unlimited. Approx. 11,000 feet total floor space in excellent building. Look at it right now in order to arrange your finances. Locker operators, frozen food distributors, creameries, ice cream plant men, investors, and all other interested parties, be there! 17 A.M. FRIDAY, JULY 25—716 East 5th Avenue, Pomona, California.

MISCELLANEOUS

HERMETICALLY SEALED units remanufactured. One year warranty. Norge all models. Hotpoint, G. E. (Boston units), \$40.50. Coldspot, Frigidaire, Westinghouse, Crosley, Kelvinator, and including ¼ H.P., \$45.00. Other models priced on request. You ship freight prepaid. Return shipment forwarded C.O.D. NORD HERMETIC CO., 1701 San Leandro Blvd., San Leandro, California.

Distributor Hails Serial Number Law--

(Concluded from Page 1, Column 2) message published in the public interest by Krich-New Jersey, Inc., exclusive RCA Victor distributor, and their authorized dealers.

Readers were advised that under the "Barnes law," it is now a criminal act—punishable by three years' imprisonment, a \$1,000 fine, or both—for anyone to tamper with the serial numbers or trade-marks of the products noted.

A box at the bottom of the ad stated that RCA Victor dealers "will be glad to show you the serial number on every set they sell! Insist on seeing it! Avoid becoming the innocent victim of an illegal act! Avoid the loss of the legitimate factory warranty."

'AD WILL PREVENT FRAUD'

The new law, the ad said, will "prevent fraud on the consuming public, help the police determine whether merchandise has been stolen, and enable manufacturers to identify their products and make good on factory warranties and guarantees."

The ad also carried this quotation from the Barnes bill, as introduced: "Some unscrupulous dealers buy nationally advertised trade-marked products from illegitimate sources, often in other states, remove the serial numbers and, sometimes, other identifying marks from the appliances and then sell them to the unsuspecting public as factory-warranted new merchandise."

"Often such articles are touched-up second-hand goods, old models, or stolen goods. They are often sold for far more than legitimate dealers charge."

"Because of the absence of serial numbers, the manufacturer or his representative is usually unable to ascertain the age or selling date of the merchandise and, therefore, cannot give the defrauded consumer the protection of the factory warranty."

"Often, the police are unable to check whether the merchandise has been stolen because the removal of serial numbers prevents their checking the source of the goods."

Commenting on passage of the law, Paul R. Krich, executive vice president of Krich-New Jersey, declared:

DISTRIBUTION SYSTEM ENDANGERED

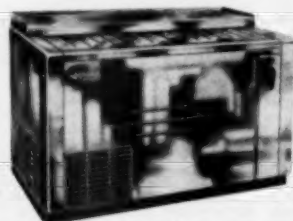
"Transshipping of nationally branded television, radio, and household appliances has become so widespread that the basic foundation of our distribution system has been endangered."

"After many months of intensive effort, the Krich distributing organizations have finally placed legitimate dealers in a position to protect themselves from their unscrupulous counterparts. At the same time, of course, the public will now be protected..."

ANOTHER LA CROSSE LEADER!



SELF-CONTAINED BLUEBIRD BOTTLE COOLER



Here is outstanding beauty—here is a new high in convenience, efficiency and economy—here is the popular cooler to head your Summer Profit Parade. Only 33 1/2" high the Bluebird fits snugly under counters and bars, has easy operating push back doors and is perfect for dispensing milk, dairy products, soft drinks etc. Comes in electric complete or remote models, 4-6-8. Finished in Blue Hammerloid or Stainless Steel. Truly another LEADER from LA CROSSE.

LA CROSSE COOLERS

Factory and Gen'l Office: 2801 Leary Blvd. S. La Crosse, Wis. Export Office: 86 Broad St. New York City. Cash Address: Eximort.

Prior to passage of the Barnes bill, Krich-New Jersey had secured the cooperation of New Jersey banks in its anti-transshipping campaign. One of the banks, the National Newark & Essex Banking Co., sent a letter last May to dealers which said in part:

"We would like to point out that any dealer who sells us a conditional sale contract with a fictitious serial number is guilty of misrepresentation and is perpetrating a fraud upon a national bank which is a Federal criminal offense. We sincerely hope that we will have your wholehearted cooperation in attempting to eliminate the bootlegging of appliances and television in the northern New Jersey area."

After the bill was signed into law by Gov. Driscoll, the text of the measure was sent to dealers by K-R Services, Inc., on behalf of Krich-New Jersey, Associated Distributors-New Jersey, Inc., and Allied Distributors, Inc.

DISTRIBUTOR PLEDGES SUPPORT

In a letter to the dealers, Max H. Krich, president of K-R Services, promised them that "we will back up our initial efforts by advocating the prompt prosecution of any dealer who violates this law."

Paul Krich also noted that the Newark News has adopted the better-business code originated by the Milwaukee Journal "which serves to eliminate misrepresentation."

Steel Strike--

(Concluded from Page 1, Column 3) tomorrow, the NPA would face confusion beyond recall in the fourth quarter, as the mills would try to fulfill their previous commitments before getting down to fourth-quarter allotments.

The only decision made thus far is to give special treatment to military, atomic energy commission, and machine tool orders in the fourth quarter. By this plan, steel mills will be required to reserve a certain percentage, "set aside," of their production for such top-rated orders. This might possibly push some third-quarter 1952 allotments into the first quarter.

Westinghouse Appliance Div. last week announced that it was making its first production cutback because of the strike, officials stating that "problems in changing production schedules have arisen because a large number of steel sizes and gauges are in short supply."

General Electric, which has closed some plants, is continuing with refrigerator production, to continue "until" the present supply of materials runs out. Kelvinator, shut down for vacations until July 21, plans to re-open at that time, but does not estimate how long it can continue operations. Many smaller producers have shut down or gone on short work weeks.

Judd Appointment--

(Concluded from Page 1, Column 4) years ago. He leaves the position of general manager of the Specialty Merchandising Divisions, U. S. Radiator Corp., to join Remington.

Judd specialized in economics during the four years he attended Allegheny college, Meadville, Pa. After receiving his degree, he spent three years as an instructor at the University of Rochester. He then entered the Harvard Graduate School of Business for two years, specializing in finance and marketing.

Upon completion of his graduate work at Harvard, he joined General Motors Corp. and for 17 years was in the Delco Appliance and Delco-Frigidaire divisions. He was general sales manager of the Delco Appliance Div. from 1944 through 1948, at which time he joined U. S. Radiator.

Know About ROOF COOLING

by evaporation of water
(latest development in refrigeration)

For free information send your address to:

RUPPRIGHT'S ROTARY ROOF COOLER

Box 6795 n
Los Angeles 22, Calif.

Room Coolers--

(Concluded from Page 1, Column 3) name making room air conditioners.

The Mitchell company's own production schedule of 78,000 units for this year is almost as high as the figure for the entire industry only three years ago, Mitchell pointed out.

One reason for the shortage, Mitchell said, was that dealers displayed and promoted air conditioners early in March rather than waiting for the hot season to start. This apparent recognition of a trend toward earlier buying increased the load on production schedules that had been set up to supply a late demand.

The heavy load was compounded by the fact that the supply had to be stretched out over a vastly increased number of dealers who had discovered that air conditioners were the answer to the normally slack summer appliance season, he said.

Mitchell said that increasing production would probably bring the supply up to the demand "in time," but that orders were pouring in every day to his company, further increasing the load on the production line.

By the last week in June, RCA Victor had completely sold out its initial line of room air conditioners, Robert A. Seidel, RCA Victor vice president, reports.

Next year, he said, in view of the public's enthusiastic response to the initial line, the company hopes to double its output of these appliances.

"Although 1952 was RCA Victor's first year in the room air conditioner field," said Seidel, "we have shipped every unit of this season's production run, and have a backlog of orders way beyond our expectations."

Chicago Convention Air Conditioning--

(Concluded from Page 1, Column 4) of the amphitheatre, placed at ceiling and floor level.

In addition a roof spray system provides another 100 tons of refrigerating capacity per day.

An acre of cooling surface is provided by five miles of chilled water tubes with 150 miles of spiral aluminum fins wound around them. Sixteen fans ranging from 1 1/2 to 5 ft. in diameter pull more than 250,000 c.f.m. of air through the system.

A total of 260 filters cover an air inlet area of more than 700 sq. ft. Thousands of feet of ductwork range in size from 5 by 8 ft. to a foot square.

The system is designed to maintain a maximum of 80° F. and 50% r.h. in the arena with outside temperatures as high as 95° F. The heat load at maximum conditions is figured at 316,800,000 B.t.u. per 24 hours. This comes from the estimated 12,000 persons in the arena, batteries of TV lights and other floodlighting, 30,000 sq. ft. of roof that can reach 140° F. on a 95° F. day, and more than 5,000,000 cu. ft. of outside air brought into the hall every hour.

COMPLETE AIR CHANGE 5 TIMES HOURLY

Just to cool the outside air 15° to 80° F. at 50% r.h. requires 60,000,000 B.t.u. per 24 hours, according to Carrier engineers. Complete air changes are made five times per hour.

The main duct system runs along both sides of the arena and up alongside each ceiling girder. Most of the conditioned air is released from ceiling level some 80 ft. above the de-

gates. It emerges through grilles specially designed for this system to avoid drafts due to the large quantity of air used.

MACHINERY ROOM ONLY 23 FT. BY 45 FT.

William S. Bodinus, Carrier's Chicago manager, noted that the machinery room measures only 23 by 45 ft., and is located in one corner of the amphitheatre. He said that the centrifugal units use Carrene 2 as the refrigerant. They also have a built-in capacity control that automatically cuts down their cooling output to match the amount needed.

Before the Republican convention opened, the air conditioning system was given a test run in an empty arena. Mayor Kennelly of Chicago pushed the button that started the machine in operation. At the time, the temperature in the arena was 85° F.

After a two-hour steak luncheon, with Prince as host, the mayor returned to the amphitheatre to find the temperature a cool 65° F.

Carrier Corp. supplied the air conditioning and refrigeration equipment while A. Epstein and Sons of Chicago acted as consulting engineers. Ventilating contractor was Narowetz Heating and Ventilating Co. and the heating and piping contractor was William A. Pope Co.

The slide rule boys at Carrier figured that the 12,000 persons who crowded the hall last week generated enough heat every hour to cook more than 150,000 hot dogs or sizzle 16,000 16-oz. steaks. They also evaporated in that hour 1,800 qts. of perspiration.

These Bush conditioners make a market "Super"

Labels: FIBERGLASS INSULATION, THREADED PIPE, REMOVABLE IF NECESSARY, COOLING COIL, CONDENSATE BOX, INNER DRAIN PAN, HEATING COIL, DRAIN CONNECTION, HOT WATER AND WATER COIL CONNECTIONS

Shop in comfort, work in comfort. Economy Market of New Brighton, Pa., offers conditioned air to customers and employees alike. Six row deep Bush Comfort Conditioners handle the comfort cooling requirements of an average of 300 people per hour. For the heating season two row hot water coils in each unit provide a convenient and economical heating system.

For offices, stores, shops, beauty parlors, restaurants, transportation terminals, taverns, the Bush Comfort Conditioner is the ideal solution to the problem of high quality, low cost air conditioning.

Bulletin 530, free upon request, contains complete data.